



AGENDA
CHARLEVOIX DOWNTOWN DEVELOPMENT AUTHORITY AND MAIN STREET MEETING
Monday, May 24, 2021- 5:30 PM
Council Chambers, City Hall

1. Call to Order

- A. Remote Participation Zoom Link

2. Pledge of Allegiance

3. Roll Call

4. Inquiry Regarding Conflicts of Interest

5. Consent Agenda

All items listed under Consent Agenda are considered routine and will be enacted by one motion. There will be no separate discussion of these items. If discussion of an item is required, it will be removed from the Consent Agenda and considered separately.

- A. Minutes
- B. Committee Minutes
- C. Monthly Report
- D. DDA Financials
- E. Match on Main Grant Agreement with MEDC
- F. 2021 Accredited Member Sublicense - Main Street America
- G. 2021 Tax Rate Request Form

6. Reports

- A. Director's Report
Lindsey Dotson, Executive Director

7. Old Business

- A. Update on Historical Sign Content
Denise Fate, Charlevoix Historical Society
- B. Live on the Lake Funding Opportunity
Stacy VanDenBrouck, 4TheLocal.com

8. New Business

- A. Yiftee Community Gift Cards
Donna Novitsky, CEO - Yiftee
- B. Virtual Community Town Hall
Jay Schlinsog, Downtown Professionals Network

9. Public Comment

10. Request for Future Agenda Items

11. Board Comments

12. Adjourn

The City of Charlevoix will provide necessary reasonable auxiliary aids and services, such as signers for the hearing impaired and audio tapes of printed materials being considered at the meeting, to individuals with disabilities at the meeting upon one weeks' notice to the City of Charlevoix. Individuals with disabilities requiring auxiliary aids or services should contact the City of Charlevoix Clerk's Office in writing or calling the following: City Clerk, 210 State Street, Charlevoix, MI 49720 (231) 547-3250.

CHARLEVOIX MAIN STREET MISSION

The mission of the Charlevoix Main Street program is to strengthen the year-round economic vitality of our vibrant historic business district through community efforts, events, and public/private partnerships while fostering a sense of community pride and ownership.

DDA/Main Street Board
210 STATE STREET CHARLEVOIX , MICHIGAN 1 49720
Charlevoix Main Street DDA
(231) 547-3257 lindseyd@cityofcharlevoix.org

Call to Order

TITLE: Remote Participation Zoom Link

DATE: May 24, 2021

BACKGROUND:

The meeting will be held in person. For those desiring to attend and participate remotely, a Zoom link is included below.

Click: [Join Zoom Meeting](#)

DDA/Main Street Board
210 STATE STREET CHARLEVOIX , MICHIGAN 1 49720
Charlevoix Main Street DDA
(231) 547-3257 lindseyd@cityofcharlevoix.org

Consent Agenda

TITLE: Minutes

DATE: May 24, 2021

ATTACHMENTS:

- ▣ Regular Meeting - April 26, 2021

CITY OF CHARLEVOIX
DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET MEETING
Monday, April 26, 2021 at 5:30 p.m.
Council Chambers, City Hall

1. Call to Order

2. Pledge of Allegiance

3. Roll Call

Chair:	Maureen Owens
Members Present:	Sam Bingham, Sean Bradley (late), Richard Christner, Kirby Dipert, Luther Kurtz, Amanda Wilkin
Members Absent:	Liam Dreyer, Paul Silva, Ron Way
City Staff:	Lindsey Dotson, Executive Director

4. Inquiry Into Potential Conflicts of Interest

Mayor Kurtz stated that he would recuse himself from the Van Pelt Alley Temporary Closure discussion.

5. Consent Agenda

- A. Minutes
- B. Committee Minutes
- C. Director's Report
- C. Monthly Report

Chair Owens noted on the Draft Itinerary that the virtual forum was at the same time as the DDA meeting and Director Dotson explained the reason for the scheduling.

Motion by Member Christner, second by Member Dipert to approve the Consent Agenda items as presented. Motion passed by unanimous voice vote.

6. Reports

7. Old Business

8. New Business

A. Junior Main Street Presentation

Director Dotson stated that the students were working on two projects that were a continuation of the projects that had been approved last year, and they had a new project called "The Reels and Wheels Fundraiser for Charlevoix Cinema III" which the students proceeded to present.

Annemarie Conway, teacher at Charlevoix High School introduced Lilian Murray. Ms. Murray presented the murals designed and painted by Riley Smith with help from the students. The murals were finished and ready to be hung on the side of the East Park Tavern wall.

Mark Rosema explained that construction students built two Adirondack chairs to be placed at the Pine River Hammock Park next to the channel. He described the chair features, weather resistance and materials used for the chairs.

Emily Olach stated that they were planning to do a reels and wheels drive-in theatre to help the theatre get back on its feet due to COVID. She stated that all the money collected for this event will be going to Charlevoix Cinema III. Friday's movie would be "Jaws" and Saturday's would be "Finding Nemo".

Mayor Kurtz stated he would recuse himself from voting on the theatre fundraiser. Member Bradley joined the meeting at this time.

Motion by Member Christner, second by Member Bradley to approve the use of outdoor movie equipment for the Reels and Wheels event at Charlevoix Elementary School on May 14th and 15th. Motion passed by unanimous voice vote with Mayor Kurtz abstaining.

Motion by Member Wilkin, second by Member Christner to approve the placement of Adirondack chairs at the Pine River Hammock Park. Motion passed by unanimous voice vote.

B. Election of Officers

Member Christner advised that due to family and time commitments it would be best for the Board to select someone else as Vice Chair.

After discussion, motion by Mayor Kurtz to nominate Richard Christner, second by Member Dipert for Vice Chair to a one-year term ending in April of 2022. Motion passed by unanimous voice vote with Christner abstaining.

Motion by Member Bingham to nominate Maureen Owens, second by Member Wilkin for Chair to a one-year term ending in April of 2022. Motion passed by unanimous voice vote with Owens abstaining.

C. Van Pelt Alley Temporary Closure

Mayor Kurtz recused himself. Director Dotson stated that the businesses located in Van Pelt Alley requested closing a portion of the east/west alley to vehicles in the summer to create an expanded area for patrons to wait for a table at a restaurant or to gain access to a retail establishment that may still have limited capacity due to COVID-19 safety guidelines.

Motion by Member Christner, second by Member Dipert to support the closure of a portion of Van Pelt Alley to vehicular traffic to improve walkability and safety during the summer of 2021 pending other necessary department approvals. Motion passed by unanimous voice vote with Mayor Kurtz abstaining.

D. Main Street Vibrancy Grant

Mayor Kurtz rejoined the meeting. Director Dotson described an opportunity to apply for \$20,000 in funding by the Michigan Main Street Center. She stated that they were seeking projects that will impact vibrancy, but that are considered "lighter, quicker, cheaper" vs. long-term projects. She suggested applying for monies that would support elements of the Alleyway Corridor Vision such as lighting or plantings. She said the allowable projects also allow promotion and advertising and could be used to promote Restaurant Week, Gift Local Program, and the First Friday promotions. Director Dotson stated that she would submit an application and the Board concurred.

D. Live on the Lake Funding Opportunity

Director Dotson stated that 4TheLocal.com approached the DDA asking if the Board would like to be a "charitable cause" that they contribute to in relation to selling memberships. She described details of the organization and the proposal. She stated it is a 50% split of the profits, and the DDA would have the option of adding an additional charitable cause that would get 10%, which could be the Community Pool to offset some of the funds that come out of their budget and into the DDA's through the County. Director Dotson responded to multiple questions from the Board members about the program.

Sarah Hagen stated that 4TheLocal was a member of the Charlevoix Chamber of Commerce and he also had programs in other communities in northern Michigan. The Board concurred to have the owner of 4The Local attend a Board meeting and provide a presentation on how the program works.

9. Public Comments

10. Request for Future Agenda Items

Chair Owens stated that she would like to do a review of wayfinding signage. She stated that there was still a sign on Clinton & Bridge Streets directing people to the Brewery. Director Dotson stated that the topic would go before the Design Committee first and then to the Board.

11. Board Comments

Chair Owens questioned the members regarding downtown social districts. Mayor Kurtz explained it would be a district where people can carry their drinks outside of a restaurant anywhere in the District with some limitations. Member Bingham felt there were too many unknowns. Mayor Kurtz stated that Petoskey had a social district as well as Northville and Muskegon. Member Christner and Mayor Kurtz stated that they would be supportive of such a district, but there were things that would need to be worked out. Several other members were in favor.

12. Adjourn

Motion by Mayor Kurtz, second by Member Christner to adjourn the meeting at 6:32 p.m.

Joyce Golding/fgm

Maureen Owens

Chair

DDA/Main Street Board
210 STATE STREET CHARLEVOIX , MICHIGAN 1 49720
Charlevoix Main Street DDA
(231) 547-3257 lindseyd@cityofcharlevoix.org

Consent Agenda

TITLE: Committee Minutes

DATE: May 24, 2021

ATTACHMENTS:

- ▣ Design Committee - May
- ▣ Organization & Promotion Committee - April



Charlevoix Main Street Design Committee
Special Meeting
Thursday, May 6, 2021
4:30 PM – City Hall and via Zoom
Minutes

Attendees: G. DeMeyere, J. Duerr, L. Dotson, D. Fate, J. Goldsborough, D. Miles, M. Owens, B. Slater, P. Weston

Absent: C. Kranz, J. Rowley

- I. The meeting was called to order at 4:00 pm. The Minutes from the March 4, 2021 meeting were approved as written.
- II. **Outstanding Business**
 - a. Report from DDA : nothing special to report.
 - b. Alleyway Improvement Guidelines and Grant Program Implementation - Lindsey has communicated the program with business owners, and has interest but no applications as of yet. We can consider conducting an in-person meeting at City Hall including building owners, in conjunction with the housing grant program. Lindsey will look at potential dates and send them out.
 - c. *Keep Charlevoix Bright* Fundraising - Gail is assisting with this to support the street tree lights maintenance and replacement costs. \$10,000 annually is needed from a combination of the budget and external fundraising. Lindsey reported that some money is coming in from a variety of sources.
 - d. Interpretive Sign for History of Indigenous People - Denise reported that the project is progressing on track for a mid-summer completion. The channel location is approved by the DDA board and the Planning Commission. There are four Indigenous individuals (GTBB and LTBB) in the area contributing to and reviewing the content of the sign.
 - e. Flowers in Hoop Skirt Alley - Carol will help with this. Lindsey will try to get petunias from KCB, and see if the Garden Club might have anything to offer. Flowers may also be considered for Van Pelt Alley.

III. New Business

- a. Wayfinding Signage: Maureen requested that the signs be reviewed to be sure there is no obsolete information on them, or missing pertinent information. She also would

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like the sign in Boulder Park to be considered for relocation to a site where it would be more useful directing people towards downtown, such as at M-66 and US 31. This was in the original plan, but did not materialize. John is requested to survey the existing signs for content and any obstruction that needs clearing. Denise and Lindsey will look into the cost to change the content and move the Boulder Park sign.

- b. Dave mentioned the historic photo murals in Boyne City and asked if this is something which could be considered in Charlevoix. The group expressed interest.
- c. Lindsey reported that the vehicular restrictions (creating pedestrian only zones) in Van Pelt alley seem to be moving forward, and may even be expanded.
- d. Lindsey also inquired as to interest in pursuing MEDC support for translation services, in particular potentially adding Ojibwe words on certain locations or signage for informational and educational purposes.

The meeting adjourned at 4:50.

Next meeting: Thursday, July 1, 2021 @ 4:00 PM in City Hall.

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Promotions/Organization Committee

Thursday, April 22, 2021

8:00 a.m.

Charlevoix City Hall

Council Chambers

Minutes

8:00am I. Call to Order

Present: Jessica, Leanne, Caitlin, Katherine, Lindsey, Dean

8:01am II. Approval of Minutes: March 18, 2021

Motion made by Jessica, seconded by Leanne. Approved.

8:03am III. Ongoing Business:

A. Events & Projects – Updates, Needs

1. Cooperative Ad Campaign Downtown Charlevoix results:

Billboard: 660,668 total impressions

Northern Express: 90,000 readers

The billboard location was in a great spot. The current marketing campaign cycle has concluded.

2. “First Fridays” – Recap/Planning for May 7th

a. Need donations – so far, we just have gifts from Elements Gallery.

Donations are slowly coming in. Lindsey asked for additional help during the event. Overall, stores were busy, and restaurants were slow. This may be the result of the holiday weekend.

3. Live on the Lake Summer Concerts Safety Plan Approval

Council approved the event. The committee is meeting to finalize the plan. Lindsey met with 4 the Local to discuss possible funding opportunities.

4. MyNorth Ad Campaign Update – Thistle running now, Mushroom House Tours in May

Campaign is moving forward. Lindsey is having difficulty scheduling photoshoots with the participating businesses.

B. Organization

1. Email Newsletter

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- i. Data pending (just sent on April 19th)
The open rate was 35.6% and the click through rate is 20.8%.
The committee thanked Dean for working on the email.

8:35am IV. New Business

1. Damn it Do it Day – Wednesday, June 9th
The committee suggested several ideas including cleaning up the band shell and planting a shrub in the empty garden bed in East Park. Lindsey will do some research.
2. Volunteer Toolkit – Dean Martin
Dean presented the volunteer toolkit. The committee discussed volunteer communication and engagement.

8:55am V. Volunteer Hours

9:00am VII. Adjournment

Next meeting: May 20, 2021

CHARLEVOIX MAIN STREET MISSION

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Consent Agenda

TITLE: Monthly Report

DATE: May 24, 2021

ATTACHMENTS:

- ▣ April Report to MEDC

Home

My Profile

Project Information

MEDC Programs

My Applications

My Awards

Other Reports

Michigan Main Street Monthly Report

Report only those items occurring in your specific Main Street project area for this month

Metrics Number M-0000123047

Status  ApprovedAccount  City of Charlevoix

Name Leigh Young

Reporting Period Start  4/1/2021Reporting Period End  4/30/2021Submitter's Name  Lindsey DotsonDue Date  5/10/2021

Activity & Use / Employment

New Business Opened in MSA

Business Name	Address	Type of Business	FTE Jobs Added	Part-time Jobs Added
Northbound	100 Park Ave	Retail Occupied	1.0	1.0

Businesses Closed in MSA

Business Name	Address	Type of Business	FTE Jobs Lost	Part-time Jobs Lost
Northbound	217 Bridge Street	Retail Occupied	1.0	1.0

Business that Moved out of MSA

Business Name	Address	Type of Business	FTE Jobs Lost	Part-time Jobs Lost
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Existing Businesses that Expanded in MSA

Business Name	Address	Type of Business	Type of Expansion	FTE Jobs Added	Part-time Jobs Added
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Existing Businesses that Contracted in MSA

Business Name	Address	Type of Business	Type of Contracted	FTE Jobs Lost	Part-time Jobs Lost
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Housing

New & Rehab Housing in MSA

Type	# of Units	Address	Rent or Purchase Amount	Monthly Rent or Purchase Price
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Investment

Facade & Exterior Renovation in MSA: (exterior work only - painting, facade cleaning, signs, windows and awnings)

Business Name	Address	Project Description	Private Investment	Public Investment	Source of Public Fund
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Public Improvements in MSA: (Streets, sidewalks, lights and fixtures, landscaping and public amenities)

Business Name	Address	Project Description	Private Investment	Public Investment	Source of Public Fund
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Building Rehabilitation in MSA: (interior rehab - building systems (HVAC), roof etc)

Business Name	Address	Private Investment	Public Investment	Source of Public Fund
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New Construction in MSA

Business Name	Address	Private Investment	Public Investment	Source of Public Fund
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Buildings Sold in MSA

Address	Amount of Sale
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Main Street Data

Volunteer

Total Board Volunteer Hours	Total Volunteer Cost	Total Project (Non Event) Volunteer Hours
10.00	\$0.00	20.00

Training Sessions Attended

Event Title	Who Attended	Date	Topic
Main Street Now Conference	Lindsey Dotson	4/12/2021	Main Street

Fundraising/Membership Last Month

Type	Amount
Private	1500.00
Earned	1579.00

Downtown Events & Activities - All Committees

Event	Type	# of Attendees	# of Volunteer Hours	Event Expenses Incurred by Main Street	Main Street Event Revenue
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Other new/Comments**Board Member Changes: Position Names Leaving and Names Arriving**

Position	Name Leaving	Email	Name Arriving	Email
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Other News or Commentary 🗨️ Our media partnership/cooperative ad campaign is going well, finished up photography for it this past week. Gearing up for a bunch of new businesses opening which is super exciting!

Program & Outlook 🗨️

Suggestions for State and National Staff 🗨️

Upload Attachments

Attach a copy of meeting minutes from last month's board meeting and copies of meeting minutes from committee meeting

Name	Date Uploaded
Agenda_2021_4_26_Meeting(251) (1).pdf	5/7/2021 6:55 PM

michiganbusiness.org

Michigan Economic Development Corporation, 300 N. Washington Sq., Lansing MI 48913 Phone: 888.522.0103

DDA/Main Street Board
210 STATE STREET CHARLEVOIX , MICHIGAN 1 49720
Charlevoix Main Street DDA
(231) 547-3257 lindseyd@cityofcharlevoix.org

Consent Agenda

TITLE: DDA Financials

DATE: May 24, 2021

ATTACHMENTS:

- ▣ Financial Report as of May 21, 2021

CITY OF CHARLEVOIX
 DETAIL REVENUES WITH COMPARISON TO BUDGET
 FOR THE 2 MONTHS ENDING MAY 31, 2021

FUND 255 - DOWNTOWN DEVELOPMENT FUND

		PRIOR YR ACTUAL	PERIOD ACTUAL	YTD ACTUAL	BUDGET AMOUNT	VARIANCE	% OF BUDGET
REVENUE							
255-000-403.000	CURRENT PROPERTY TAX LEVY	39,169.23	.00	.00	40,300.00	(40,300.00)	.00
255-000-403.001	CURRENT PROPERTY TAX LEVY T/F	436,506.38	.00	.00	436,400.00	(436,400.00)	.00
255-000-420.000	DELINQUENT TAXES - DDA	984.03	.00	2.70	.00	2.70	.00
255-000-445.000	INTEREST & PENALTIES - DELINQ	148.02	.00	.00	100.00	(100.00)	.00
255-000-566.001	STATE GRANTS	50,000.00	.00	.00	.00	.00	.00
255-000-573.000	STATE REVENUE - OTHER	9,973.29	.00	.00	9,200.00	(9,200.00)	.00
255-000-580.001	GRANTS - OTHER	9,790.30	.00	.00	5,000.00	(5,000.00)	.00
255-000-665.000	INTEREST EARNINGS	(52.73)	.00	1.71	1,000.00	(998.29)	.17
255-000-668.000	RENTS & ROYALTIES - SUNSHINE	1,000.00	.00	.00	1,000.00	(1,000.00)	.00
255-000-668.001	RENTS & ROYALTIES - KEWEENAW	(2.00)	.00	.00	.00	.00	.00
255-000-668.002	PROPERTY RENT - BIBCO	31,215.36	.00	5,400.16	32,400.00	(26,999.84)	16.67
255-000-668.003	PROPERTY RENT - ROUND LAKE GR	.00	.00	.00	15,300.00	(15,300.00)	.00
255-000-675.001	CONTRIBUTIONS - TREE LIGHTS	.00	50.00	50.00	.00	50.00	.00
255-000-675.002	CONTRIBUTIONS - CONCERTS	850.00	.00	.00	6,000.00	(6,000.00)	.00
255-000-675.003	CONTRIBUTIONS - PRIVATE SOURCE	8,684.63	46.44	92.88	.00	92.88	.00
255-000-675.004	CONTRIBUTIONS - MAIN STREET	15,400.00	1,629.11	3,129.11	.00	3,129.11	.00
255-000-692.000	MISCELLANEOUS	1,339.39	769.50	769.50	9,300.00	(8,530.50)	8.27
255-000-692.001	MISCELLANEOUS-THE VAULT	23,122.32	1,532.39	2,819.95	18,000.00	(15,180.05)	15.67
TOTAL FUND REVENUE		628,128.22	4,027.44	12,266.01	574,000.00	(561,733.99)	2.14

CITY OF CHARLEVOIX

DETAIL EXPENDITURES WITH COMPARISON TO BUDGET
FOR THE 2 MONTHS ENDING MAY 31, 2021

FUND 255 - DOWNTOWN DEVELOPMENT FUND

		PRIOR YR ACTUAL	PERIOD ACTUAL	YTD ACTUAL	BUDGET AMOUNT		% OF BUDGET
DOWNTOWN DEVELOPMENT AUTHO							
255-255-706.000	SALARIES & WAGES	47,583.29	2,070.06	5,196.27	48,500.00	43,303.73	10.71
255-255-706.001	WAGES (ICMA)	4,960.82	217.37	793.40	5,100.00	4,306.60	15.56
255-255-719.000	EMPLOYEE FRINGE BENEFITS	37,114.98	.00	2,438.44	37,800.00	35,361.56	6.45
255-255-740.000	OPERATING SUPPLIES	13,456.27	437.03	487.03	9,200.00	8,712.97	5.29
255-255-740.001	OPERATING SUPPLIES-THE VAULT	22,310.09	1,391.91	2,607.88	17,000.00	14,392.12	15.34
255-255-776.000	IWF MAINTENANCE	3,224.71	.00	.00	6,000.00	6,000.00	.00
255-255-801.000	MARKETING & PROMOTIONAL SVCS	18,491.78	9,000.00	9,000.00	35,000.00	26,000.00	25.71
255-255-801.003	PROMOTION COMMITTEE EXPENSES	7,240.05	4,173.94	4,173.94	15,300.00	11,126.06	27.28
255-255-801.004	ORGANIZATION COMMITTEE	495.00	45.00	45.00	500.00	455.00	9.00
255-255-801.005	BUSINESS RECRUITMENT/RETENTIO	71,000.00	.00	.00	.00	.00	.00
255-255-818.000	CONTRACTUAL SERVICES	32,128.06	868.02	868.02	28,700.00	27,831.98	3.02
255-255-818.002	DESIGN COMMITTEE	10,297.00	.00	.00	15,600.00	15,600.00	.00
255-255-826.000	LEGAL FEES	3,757.50	635.50	635.50	500.00	(135.50)	127.10
255-255-853.000	TELEPHONE	2,644.10	128.79	177.96	2,100.00	1,922.04	8.47
255-255-860.000	CONFERENCE & TRAVEL	1,235.00	.00	.00	1,000.00	1,000.00	.00
255-255-888.000	LIBRARY CONTRIBUTION	30,000.00	.00	.00	30,000.00	30,000.00	.00
255-255-900.000	PRINTING & PUBLISHING	393.40	.00	.00	.00	.00	.00
255-255-910.000	INSURANCE & BONDS	1,409.92	.00	.00	1,500.00	1,500.00	.00
255-255-933.000	MAINTENANCE - BRIDGE PARK	11,952.06	.00	390.00	5,000.00	4,610.00	7.80
255-255-962.000	MISCELLANEOUS	3,695.40	.00	.00	100.00	100.00	.00
255-255-962.002	MISCELLANEOUS - MAIN STREET	3,450.21	155.00	155.00	500.00	345.00	31.00
255-255-964.000	REFUNDS & REBATES	.00	.00	4,172.50	6,000.00	1,827.50	69.54
255-255-999.594	TRANSFER TO MARINA FUND-BOND	.00	.00	.00	336,200.00	336,200.00	.00
TOTAL DOWNTOWN DEVELOPMENT		326,839.64	19,122.62	31,140.94	601,600.00	570,459.06	5.18
TOTAL FUND EXPENDITURES		326,839.64	19,122.62	31,140.94	601,600.00	570,459.06	5.18
NET REVENUES OVER EXPENDITURE		301,288.58	(15,095.18)	(18,874.93)	(27,600.00)	8,725.07	(68.39)

DDA/Main Street Board
210 STATE STREET CHARLEVOIX , MICHIGAN 1 49720
Charlevoix Main Street DDA
(231) 547-3257 lindseyd@cityofcharlevoix.org

Consent Agenda

TITLE: Match on Main Grant Agreement with MEDC

DATE: May 24, 2021

ATTACHMENTS:

- ▣ Grant Agreement

**MICHIGAN ECONOMIC DEVELOPMENT CORPORATION
MATCH ON MAIN
GRANT AGREEMENT
WITH
CHARLEVOIX DOWNTOWN DEVELOPMENT AUTHORITY**

This Grant Agreement (this “Agreement”), effective as of May 7, 2021 (the “Effective Date”), is between the Michigan Economic Development Corporation, a public body corporate (the “MEDC”), whose address is 300 North Washington Square, Lansing, Michigan 48913, and the Charlevoix Downtown Development Authority, a Michigan public body corporate, whose address is 210 State Street, Charlevoix, Michigan 49720 (the “Grantee”). As used in this Agreement, the MEDC and the Grantee are, individually, a “Party” and, collectively, the “Parties”.

RECITALS

A. The MEDC Match on Main initiative (“MoM”) is to provide MEDC funding to Redevelopment Ready Communities®, and select or master level Michigan Main Street communities in Michigan to support small businesses within their respective communities.

B. The Grantee applied for a MoM award on March 5, 2021 (“Application”) to support reimbursement of certain capital expenditures by CB Rutkow Enterprises, LLC (“Company”), a Michigan limited liability company whose project address is 217 Bridge Street, Suite D, Charlevoix, Michigan 49720, and located within Grantee’s traditional downtown, historic neighborhood commercial corridor, or area planned and zoned for concentrated commercial development (“Project”).

C. The MEDC agrees to award Grantee a grant in the amount of up to Twenty-Five Thousand Dollars (\$25,000) to be disbursed by Grantee under the terms of this Agreement (the “MEDC Grant”).

D. Consistent with this Agreement, the Grantee desires to disburse the MEDC Grant to the Company for reimbursement of certain of the Company’s Eligible Expenses for the Project.

In consideration of the Recitals and promises in this Agreement, the Parties agree:

ARTICLE I

DEFINITIONS

Section 1.1 Defined Terms. Except as otherwise defined in this Agreement, all capitalized terms in this Agreement shall have the respective meanings set forth on Exhibit A, which contains the defined terms for this Agreement and is incorporated herein by reference.

Section 1.2 Construction of Certain Terms. Unless the context of this Agreement otherwise requires: (i) words of any gender include each other gender; and (ii) words using the singular or plural number also include the plural or singular number.

ARTICLE II

MEDC GRANT

Section 2.1 MEDC Grant Commitment. Subject to the terms and conditions of this Agreement, and in reliance upon the representations and covenants of the Grantee set forth in this Agreement, the MEDC agrees to make, and the Grantee agrees to accept, the MEDC Grant.

Section 2.2 MEDC Grant Manager. The Grantee must communicate with the MEDC representative named below, or his or her designee as notified from time to time regarding this Agreement.

Suzanne Perreault ("Grant Manager")
Michigan Economic Development Corporation
300 North Washington Square
Lansing, Michigan 48913
perreaults@michigan.org

Section 2.3 Grant Disbursement Request. Subject to the terms and conditions of this Agreement, payment of up to the full amount of the MEDC Grant shall be made to the Grantee in one disbursement as soon as institutionally possible for the MEDC, after completion of all of the following requirements to the satisfaction of the Grant Manager:

- (a) **Vendor Registration.** MEDC requires that payments under this Agreement be processed by electronic funds transfer (EFT). Grantee is required to register to receive payments by EFT at the State Integrated Governmental Management Applications (SIGMA) Vendor Self Service (VSS) website (www.michigan.gov/VSSLogin).
- (b) **Conditions to MEDC Grant Disbursement.** Grantee has timely complied with, and in the manner required by, Key Milestone Number One, which includes that the Grantee has submitted to the Grant Manager, in form and substance set forth for Key Milestone Number One on Exhibit B to the satisfaction of the Grant Manager, the fully completed and signed of all of the following, all of which are made part of Exhibit B-1:
 - i. the Grant Disbursement Request, together with:
 - a) a copy of the supporting documentation received by the Grantee from the Company evidencing the Company Match;
 - b) the Company Acknowledgment, and
 - c) the Compliance and Reporting form, together with a copy of the supporting documentation received by the Grantee from the Company evidencing the Company's actual expenditure of permitted Eligible Expenses for the Project (i.e., receipt, copy of check payment, purchaser order denoted as paid).

The Grant Manager determines compliance with Key Milestone Number One.

ARTICLE III

REPRESENTATIONS AND COVENANTS OF THE GRANTEE

The Grantee represents to the MEDC, from the Effective Date through the end of the Term:

Section 3.1 Organization. The Grantee is duly organized and has the power to enter into and perform its obligations under this Agreement.

Section 3.2 Authority. The execution, delivery and performance by the Grantee of this Agreement has been duly authorized and approved by all necessary and proper action on the part of the Grantee and will not violate any provision of law or result in the breach, be a default of, or require any consent under, any of Grantee's organizational and governing documents, or any agreement or instrument to which the Grantee is a party, or by which the Grantee or its property may be bound or affected. This Agreement is valid, binding, and enforceable in accordance with its terms, except as limited by applicable bankruptcy, insolvency, moratorium, reorganization or other laws or principles of equity affecting the enforcement of creditors' rights generally or by general principles of equity.

Section 3.3 Consent. Except as has been disclosed in writing to the MEDC, no consent or approval is necessary from any governmental or other entity, except the MEDC, as a condition to the execution and delivery of this Agreement by the Grantee or the performance of any of its obligations under this Agreement.

Section 3.4 Full Disclosure. Neither this Agreement, the Application, the Grant Disbursement Request, or to the knowledge of the Grantee, any supporting documentation furnished by the Grantee to the MEDC in connection with the MEDC Grant or this Agreement contain, or shall contain, any untrue statement of material fact, or to the best of the Grantee's knowledge, omit, or shall omit, a fact, necessary to make the statements true. There are no undisclosed facts, which materially adversely affect or, to the best of the Grantee's knowledge, are likely to materially adversely affect the properties, business, or condition (financial or otherwise) of the Grantee or the ability of the Grantee to perform its obligations under this Agreement.

Section 3.5 Litigation or Other Proceedings. Except as has been disclosed in writing to the MEDC, to the knowledge of the Grantee and its officers or directors, there are no suits or proceedings pending or, to the knowledge of the Grantee or its officers or directors, threatened, before any court, governmental commission, board, bureau, or other administrative agency or tribunal, which, if resolved against the Grantee, would have a material adverse effect on the financial condition or business of the Grantee or impair the Grantee's ability to perform its obligations under the Agreement.

Section 3.6 Compliance with Laws. To its knowledge, the Grantee is not, and will not, be in violation of any laws, ordinances, regulations, rules, orders, judgments, decrees, or other requirements imposed by any governmental authority to which it is subject.

Section 3.7 Uses of Grant Disbursements.

- (a) Any Grant Disbursement paid by the MEDC to the Grantee shall be paid by the Grantee to the Company as reimbursement for permitted Eligible Expenses for the Project.

- (b) In addition to submission of information required by Key Milestone Number One, if requested by the Grant Manager, the Grantee shall provide additional information satisfactory to the Grant Manager evidencing the Grantee's use of any portion of the Grant Disbursement.

Section 3.8 Conflict of Interest. Except as has been disclosed to the MEDC, Grantee affirms that neither the Grantee, nor any of its officers, directors, employees, or affiliates have, shall have, or shall acquire any contractual, financial, business, or other interest, direct or indirect, that would conflict in any manner with Grantee's performance of its obligations under this Agreement or otherwise create the appearance of impropriety with respect to this Agreement.

Grantee further affirms that neither Grantee nor any of its officer, directors, employees, or affiliates have accepted, shall accept, have offered, or shall offer, anything of value to influence the MEDC, its Corporate Board, Executive Committee and their respective directors, participants, officers, agents, and employees. Grantee shall not attempt to influence any MEDC employee by the direct or indirect offer of anything of value. Grantee also affirms that neither Grantee, its affiliates or their employees has paid or agreed to pay any person, other than bona fide employees and consultants working solely for Grantee or its Affiliate, any fee, commission, percentage, brokerage fee, gift, or any other consideration contingent upon or resulting from the execution of this Agreement.

In the event of change in either the interests or services under this Agreement, Grantee will inform the MEDC regarding possible conflicts of interest which may arise because of such change. Grantee agrees that conflicts of interest shall be resolved to the MEDC's satisfaction or the MEDC may terminate this Agreement. As used in this Paragraph, "conflict of interest" shall include, but not be limited to, conflicts of interest that are defined under the laws of the State of Michigan.

Section 3.9 Key Milestones. The Grantee agrees to Key Milestone Number One set forth in Exhibit B, which is incorporated herein by reference.

ARTICLE IV

OTHER GRANTEE COVENANTS

Section 4.1 Reporting. In addition to other reporting to the MEDC under this Agreement, or under the MEDC's Redevelopment Ready Communities® and Michigan Main Street programs, as applicable, the Grantee shall provide such other reports and information related to the MEDC Grant and this Agreement as reasonably requested by Grant Manager from time to time through the end of the Term.

Section 4.2 Indemnification and Insurance. To the extent permitted by law, the Grantee shall indemnify, defend, and hold harmless the MEDC, its Corporate Board, Executive Committee, and their respective directors, participants, officers, agents, and employees ("Indemnified Persons") from any damages that it may sustain by any acts or omissions of Grantee pertaining to this Agreement. The Grantee shall maintain such insurance to protect the Indemnified Persons from claims that might arise out of, or as a result of, Grantee's operations, or its acts or omissions arising under this Agreement; however, Grantee's indemnification obligations under this Agreement shall not be limited to the limits of liability imposed under the Grantee's insurance policies. The Grantee will provide and maintain its own general liability, property damage and workers' compensation insurance. This Section shall survive indefinitely.

Section 4.3 Access to Records. During the Term, and for seven (7) years thereafter, the Grantee shall maintain reasonable records arising out of this Agreement and shall allow access to those records by the MEDC, or its authorized representative. This Section shall survive for seven (7) years following the end of the Term.

ARTICLE V

REPRESENTATIONS AND COVENANTS OF THE MEDC

The MEDC represents and warrants to the Grantee:

Section 5.1 Organization. The MEDC is a public body corporate and has the power and authority to enter into and perform its obligations under this Agreement.

Section 5.2 Consent. Except as disclosed in writing to the Grantee, or provided by law, no consent or approval is necessary from any governmental authority as a condition to the execution and delivery of this Agreement by the MEDC or the performance of any of its obligations under this Agreement.

ARTICLE VI

SUSPENSION, TERMINATION, DEFAULT AND REPAYMENT

Section 6.1 Suspension, Termination, Event of Default. Notwithstanding anything to the contrary, the MEDC's obligation to disburse any portion of the MEDC Grant shall automatically be suspended and may be terminated, and this Agreement may be terminated, all at the option of the MEDC, upon the occurrence, and during the continuance, of any one or more of the following events (each, an "Event of Default"), unless a written waiver is provided by the MEDC:

- (a) the failure of the Grantee to timely request the Grant Disbursement, and in the manner, as required by Key Milestone Number One in accordance with this Agreement, which in the aggregate, totals the full amount of the MEDC Grant;
- (b) any representation or covenant made by the Grantee in support of this Agreement shall prove incorrect at the time that such representation was made in any material respect, including, but not limited to, any information provided in any Grant Disbursement Request or otherwise in support of Key Milestone Number One, or the representations and covenants set forth in Article III or Article IV;
- (c) any material failure by the Grantee to comply with any of the terms, covenants, and conditions on its part to be performed under this Agreement, including without limitation, any of the terms, covenants or conditions under Article III or Article IV, which, if considered curable by the MEDC, is not cured by the Grantee to the satisfaction of the MEDC within the Cure Period;
- (d) the Grantee is in default, violation, breach, or non-compliance, of any kind or nature under any agreement or requirement, including submission of reports, with the MEDC, or for any department or agency within the State, federal, local or any governmental agency, including without limitation, the Department of Licensing and

Regulatory Affairs, the Department of Labor and Economic Opportunity, or the Michigan Strategic Fund, which, if considered curable by the MEDC, is not cured by the Grantee to the satisfaction of the MEDC within the Cure Period; or

- (e) any voluntary bankruptcy or insolvency proceedings are commenced by, or against, the Grantee, with any such proceedings against the Grantee not being set aside within sixty (60) calendar days from the date commenced.

Section 6.2 Repayment of Certain Events.

- (a) **Event of Default.** If this Agreement is terminated prior to the end of the Term by the MEDC as a result of any Event of a Default, the Grantee shall upon written notice by the MEDC, immediately repay to the MEDC the amount of the MEDC Grant then disbursed by the MEDC to the Grantee that Grantee has not yet disbursed to the Company as permitted by this Agreement.
- (b) **Recovery by the Grantee.** In the event the Grantee receives repayment for any reason, voluntarily or involuntarily, of any portion of any MEDC Grant funds from or on behalf of any Company, the amount received (not to exceed the amount of the Grant Disbursement paid to Grantee) less reasonable costs of collection, if any, shall be repaid to the MEDC within thirty (30) calendars of receipt by the Grantee.
- (c) **Failure to Disburse.** In the event the Grantee has received any Grant Disbursement and has not, within sixty (60) days of receipt of such Grant Disbursement, disbursed all such MEDC Grant monies to the Company as required by this Agreement, the Grantee shall return to the MEDC the portion of the MEDC Grant monies not yet disbursed by the Grantee.

Section 6.3 Other Suspension. In the event the MEDC becomes aware of an event or circumstance, which, with the giving of notice or passage of time or both, would reasonably constitute an Event of Default, the MEDC may immediately and without prior notice suspend making any Grant Disbursement, until such time the MEDC is satisfied otherwise. The Grantee shall cooperate upon the request of the Grant Manager to provide additional information regarding the aforementioned event or circumstance.

Section 6.4 Available Remedies. The suspension or termination of payments to the Grantee, or the termination of this Agreement, are not intended to be the sole and exclusive remedies available to the MEDC, and each remedy shall be cumulative and in addition to every other provision or remedy given herein or now or hereafter existing at law, in equity, by statute or otherwise. The Grantee shall also pay all costs and expenses, including, without limitation, reasonable attorney's fees and expenses incurred by the MEDC in collecting any sums due the MEDC from the Grantee under this Agreement, in enforcing any of its rights against the Grantee under this Agreement, or in exercising any remedies against the Grantee available to the MEDC.

ARTICLE VII

MISCELLANEOUS

Section 7.1 Notice. Any notice or other communication under this Agreement shall be in writing and e-mailed, or faxed, or mailed by first class mail, postage prepaid, or sent by express, overnight courier to the respective Party at the address listed at the beginning of this Agreement

or such other last known addresses or e-mail accounts and shall be deemed delivered one business day after the delivery or mailing date.

Section 7.2 Counterparts; Facsimile/.pdf Signatures. This Agreement may be signed in counterparts and delivered by facsimile or in pdf form or other electronic format, and in any such circumstances, shall be considered one document and an original for all purposes.

Section 7.3 Severability. All clauses of this Agreement are distinct and severable and, if any clause shall be deemed illegal, void, or unenforceable, it shall not affect the validity, legality or enforceability of any other clause or provision of this Agreement. To the extent possible, the illegal, void, or unenforceable provision shall be revised to the extent required to render the Agreement enforceable and valid, and to the fullest extent possible, the rights and responsibilities of the Parties shall be interpreted and enforced to preserve the Agreement and the intent of the Parties. Provided, if application of this section should materially and adversely alter or affect a Party's rights or obligations under this Agreement, the Parties agree to negotiate in good faith to develop a structure that is as nearly the same structure as the original Agreement (as may be amended from time to time) without regard to such invalidity, illegality, or unenforceability.

Section 7.4 Captions. The captions or headings in Agreement are for convenience only and in no way define, limit, or describe the scope or intent of any provisions or sections of this Agreement.

Section 7.5 Governing Law. This Agreement is a contract made under the laws of the State, and for all purposes shall be governed by, and construed in accordance with, the laws of the State.

Section 7.6 Relationship between Parties. The Grantee and its officers, agents and employees shall not describe or represent themselves as agents of the State, the MEDC, or the MEDC to any individual person, firm, or entity for any purpose.

Section 7.7 Successors and Assigns. The MEDC may at any time assign its rights or obligations in this Agreement. The Grantee may not assign its rights or obligations under this Agreement without the prior written consent of the MEDC. The terms and conditions of this Agreement shall be binding upon and inure to the benefit of the Parties and their respective successors and permitted assigns.

Section 7.8 Waiver. A failure or delay in exercising any right under this Agreement will not be presumed to operate as a waiver unless otherwise stated in this Agreement, and a single or partial exercise of any right will not be presumed to preclude any subsequent or further exercise of that right or the exercise of any other right.

Section 7.9 Termination of Agreement. Except as to this Article VII and the Exhibit A definitions, which shall survive indefinitely, and except as to other terms and conditions which shall survive as provided in this Agreement, this Agreement shall terminate at the end of the Term. Provided however, any claims for repayment hereunder which arise out event that occurred during the Term, shall be brought within three (3) years after the end of the Term, and all available remedies thereon shall survive until all amounts due the MEDC are paid in full. Provided further, and notwithstanding anything to the contrary, in the event that the State Legislature or the State government fails to provide or terminates the funding necessary for the MEDC to fund the MEDC Grant, the MEDC may terminate this Agreement by providing notice to the Grantee not less than thirty (30) calendar days before the date of cancellation provided, however, that in the event the

action of the State Legislature or State government results in an immediate absence or termination of funding, this Agreement may be terminated effective immediately upon delivery of written notice to the Grantee. In the event of termination of funding, the MEDC has no further obligation to make any Grant Disbursement to Grantee for any reason beyond the date of termination of this Agreement.

Section 7.10 Amendment. This Agreement may not be modified or amended except pursuant to a written instrument signed by the Grantee and the MEDC.

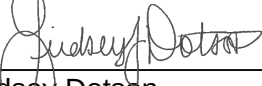
Section 7.11 Publicity. At the request and expense of the MEDC the Grantee will cooperate with the MEDC, and request that the Company also cooperate, to promote the Project through one or more of the placement of a sign, plaque, media coverage or other public presentation at the Project location, or other locations, acceptable to the Parties.

Section 7.12 Site Visit. At the request and expense of the MEDC, the Grantee will cooperate with the MEDC, and request that the Company also cooperate, to permit the Grant Manager or such other MEDC representative to visit the Project location and/or view the results of the permitted Eligible Expenses.

(Signature page follows)

The Parties have executed this Agreement effective on the Effective Date.

CHARLEVOIX DOWNTOWN DEVELOPMENT AUTHORITY



Lindsey Dotson
Executive Director

May 7, 2021
Date

MICHIGAN ECONOMIC DEVELOPMENT CORPORATION

Christin Armstrong
Secretary

Date

(Signature page to MEDC Match on Main Grant Agreement)

EXHIBIT A

DEFINED TERMS

- a) **“Agreement”** means this Agreement, including the Exhibits to this Agreement.
- b) **“Application”** has the meaning set forth in Recital B.
- c) **“Company”** has the meaning set forth in Recital B.
- d) **“Company Acknowledgment”** means the written acknowledgment of the Company in support of Key Milestone Number One, in the form and substance set forth on Exhibit B-1;
- e) **“Company Match”** has the meaning set forth in Exhibit B-1.
- f) **“Compliance and Reporting”** means the written report of the Grantee in support of Key Milestone Number One, in the form and substance set forth on Exhibit B-1, together with copies of receipts or other documentary evidence satisfactory to the Grant Manager of all permitted Eligible Expenses;
- g) **“Cure Period”** means within thirty (30) calendar days after written notice by the MEDC, or within such longer period as determined in writing and at the sole discretion of the MEDC.
- h) **“Eligible Expenses”** means any one or more, or any combination, of the following, which must have been incurred by the Company for the Project on or after March 5, 2021, and actually paid by the Company to an independent third party:
 - i. Expenses for technical assistance items for design and layout of interior or exterior space, such as conceptual renderings of the interior or exterior floor plan, merchandise layout, other interior or exterior design concepts, and construction drawings, plans or specifications for interior or exterior space activation;
 - ii. Expenses for interior building renovation items, including rehabilitation of floors, walls, ceiling, rooms, electrical improvements, lighting and lighting fixtures, furniture and display renovations, installation of permanent kitchen or other equipment, and/or fire suppression or other code compliance items;
 - iii. Expenses for permanent or semi-permanent activation of an outdoor space, including a dining area, beer garden, or other place-based outdoor activation deemed acceptable by the MEDC;
 - iv. Expenses for permanent or semi-permanent business infrastructure related to COVID-19 recovery efforts such as items that promote the health and safety of employees and customers (examples include plexiglas barriers, curbside service windows, etc.); or
 - v. Expenses for general marketing or technology to assist in connecting with customers (example: website upgrades or e-Commerce integration), operational changes (example: shifting from dine in to carry out), the purchase of a point-of-sale system, or inventory expenses for retail goods.

For the avoidance of doubt, all Eligible Expenses must be otherwise acceptable to the MEDC, and further Eligible Expenses **do not** include expenses for: exterior improvements that could be considered as general maintenance, repairs, landscaping, or other non-place based outdoor activation, employee wages, salaries or benefits, rent, mortgage, land contract or lease payments, utilities, equipment, machine or vehicle leases, vehicle payments, taxes, interest or insurance, professional fees, federal, state, or local application, licensing, permit or similar fees, bank or other lender financing, interest, inspection fees or costs, credit card processing fees; non-infrastructure COVID-19 expenses, such as disposable PPE, including masks or other face coverings, gloves, or hand sanitizer, or any other capital expenditure (including soft costs) deemed ineligible at sole discretion of the MEDC.

- i) **“Event of Default”** means any one or more of those events described in Section 6.1.
- j) **“Exhibit”** means each of the documents or instruments attached to this Agreement.
- k) **“Grant Disbursement”** means MEDC Grant funds paid to the Grantee under this Agreement.
- l) **“Grant Disbursement Request”** means: a written request from the Grantee for a Grant Disbursement in support of Key Milestone Number One, in the form and substance set forth on Exhibit B-1; and
- m) **“Grantee”** has the meaning set forth in the preamble.
- n) **“Grant Manager”** has the meaning set forth in Section 2.2.
- o) **“Indemnified Persons”** has the meaning set forth in Section 4.2.
- p) **“Key Milestone Number One”** means Key Milestone Number One which is set forth on Exhibit B.
- q) **“MEDC”** has the meaning set forth in the preamble.
- r) **“MEDC Grant”** has the meaning set forth in Recital C.
- s) **“MoM”** has the meaning set forth in Recital A.
- t) **“Party”** or **“Parties”** has the meaning set forth in the preamble.
- u) **“Project”** has the meaning in Recital B.
- v) **“State”** means the State of Michigan.
- w) **“Term”** means from the Effective Date and, unless earlier terminated as provided by this Agreement through December 31, 2021. .

EXHIBIT B
KEY MILESTONES

Key Milestone Number One:

Subject to the terms and conditions of the Agreement, including the terms and conditions of Section 2.3 of the Agreement which include the required submission of a Grant Disbursement Request, and any other information as may be required under the Agreement, a Grant Disbursement may be requested by the Grantee:

Grant Disbursement: Up to \$25,000

By no later than November 30, 2021, the Grantee must submit, and demonstrate to the satisfaction of the Grant Manager, all of the following, and must otherwise be in compliance with the Agreement:

1. A fully completed Grant Disbursement Request in the form and substance set forth in Exhibit B-1, signed by the Grantee, together with all required supporting documentation; and
2. A fully completed Company Acknowledgment in the form and substance set forth on Exhibit B-1, signed by the Company; and
3. A fully completed Compliance and Reporting form, in the form and substance set forth on Exhibit B-1, signed by the Grantee, together with all required documentation;
4. One or more photograph(s) of the Project reflecting the results of the Eligible Expenses (such as a photograph of the improvements made to the Project or a photograph of items purchased for the Project).

EXHIBIT B-1

KEY MILESTONE NUMBER ONE GRANT DISBURSEMENT REQUEST

This Grant Disbursement Request is being delivered pursuant to Section 2.3 and Key Milestone Number One of the Grant Agreement dated as of May 7, 2021 (the "Grant Agreement"), by and between the Michigan Economic Development Corporation (the "MEDC"), and the Charlevoix Downtown Development Authority (the "Grantee"), Case No. 328997. Capitalized terms in this Grant Disbursement Request not otherwise defined herein shall have the meanings ascribed to them in the Grant Agreement. The undersigned, in the name and on behalf of Grantee, hereby certifies, represents, and warrants, that as of the date of signing this Grant Disbursement Request:

1. The Grantee has complied, and is in compliance, with all the terms, covenants, and conditions of the Grant Agreement.
2. No Event of Default (as defined in Section 6.1 of the Grant Agreement) exists, and no event which, with the giving of notice or the lapse of time, or both, would constitute such an Event of Default.
3. The representations and covenants of the Grantee contained in Article III and Article IV of the Grant Agreement are true.
4. This Grant Disbursement Request is being submitted with respect to CB Rutkow Enterprises, LLC ("Company") for the Project located at 217 Bridge Street, Suite D, Charlevoix, Michigan 49720.
5. Attached is the Company Acknowledgment, signed by the Company.
6. Attached is a Compliance and Reporting form, signed by the Grantee, together with a copy of the supporting documentation received by the Grantee from the Company evidencing the Company's actual expenditure of the permitted Eligible Expenses for the Project (i.e., receipt, copy of check payment, purchaser order denoted as paid).
7. In addition to the amount otherwise spent by the Company on permitted Eligible Expenses, attached is a copy of supporting documentation received by the Grantee from the Company evidencing that the Company has actually contributed its own additional cash, or received additional private funding, for the Project in the total amount of at least \$2,500 ("Company Match").
8. The Grantee requests a Grant disbursement in the amount of \$_____.

(Remainder of this page is blank)

The undersigned has the authority, and signs this Grant Disbursement Request, on behalf of the Grantee.

CHARLEVOIX DOWNTOWN DEVELOPMENT AUTHORITY

(Authorized Signature)

(Print Name)

(Title)

(Date)

(Remainder of this page is blank)

(Company Acknowledgment follows)

COMPANY ACKNOWLEDGMENT

This Company Acknowledgment is being delivered pursuant to Section 2.3 and Key Milestone Number One of the Grant Agreement dated as of May 7, 2021 (the "Grant Agreement"), by and between the Michigan Economic Development Corporation (the "MEDC"), and the Charlevoix Downtown Development Authority (the "Grantee"), Case No. 328997. Capitalized terms in this Company Acknowledgment not otherwise defined herein shall have the meanings ascribed to them in the Grant Agreement. The undersigned, in the name and on behalf of Company, hereby certifies, represents, and warrants, that as of the date of signing this Grant Disbursement Request:

1. The Company affirms it has paid the permitted Eligible Expenses for the Project.
2. The Company affirms it has contributed the Company Match for the Project.
3. The Company will cooperate with the Grantee's and/or the MEDC's reasonable requests for information related to the Project, Eligible Expenses, the Company Match, or arising out of the Grant Agreement.
4. At the request and expense of the MEDC the Company will cooperate with the Grantee, and the MEDC, to promote the Project through one or more of the placement of a sign, plaque, media coverage or other public presentation at the Project location, or other locations, acceptable to the Parties.
5. At the request and expense of the MEDC, the Company will cooperate with the Grantee and the MEDC, to permit an MEDC representative to visit the Project location and/or view the results of the Eligible Expenses.

The undersigned has the authority, and signs this Company Acknowledgment, on behalf of the Company.

CB RUTKOW ENTERPRISES, LLC

(Authorized Signature)

(Print Name)

(Title)

(Date)

(Remainder of this page is blank)

(Compliance and Reporting form follows)

COMPLIANCE AND REPORTING FORM

This Compliance and Reporting form is being delivered pursuant to Section 2.3 and Key Milestone Number One of the Grant Agreement dated as of May 7, 2021 (the "Grant Agreement"), by and between the Michigan Economic Development Corporation (the "MEDC"), and the Charlevoix Downtown Development Authority (the "Grantee"), Case No. 328997. Capitalized terms in this Compliance and Reporting form not otherwise defined herein shall have the meanings ascribed to them in the Grant Agreement. The undersigned, in the name and on behalf of Grantee, hereby certifies, represents, and warrants, that as of the date of signing this Compliance and Reporting form:

A. REQUIRED INFORMATION:

Grantees are required to provide the MEDC with the following compliance and reporting data, to be submitted as part of the Grantee's Grant Disbursement Request:

Grantee Information			
Date Grant Disbursement and Compliance Form Submitted:			
Organization Name (Grantee):			
Point of Contact	First and Last Name:		
	Title:		
	Email:		
	Phone:		
Company Information			
Name of the Company:			
Physical Address:			
City, State, Zip:			
County:			
Total MEDC Grant Amount:			
Brief description of completed Project:			
What did the Company report as jobs retained?			
What did the Company report as jobs created?			
Is the Company a "new" business (open 12 months or less)?			
Grant Reimbursement Information			
The Grantee is required to complete the following and submit proof of payment (i.e., paid receipt) for all Eligible Expenses and the minimum required Company Match. Please use a separate line for each submitted receipt and use additional sheets, as necessary. Receipts for Eligible Expenses should total at least: (i) the total amount of the MEDC Grant plus (ii) at least 10% of the total amount of the MEDC Grant .			
Date of Receipt	Vendor	Item	Cost

TOTAL:			

B. OPTIONAL INFORMATION

The following questions are optional to complete. This information is collected by the MEDC to track metrics across programs and does not have any impact on the MEDC Grant. Grantees may collect this information from the business using any available method including verbally, over the phone, through email, etc

The undersigned has the authority, and signs this Compliance and Reporting form, on behalf of the Grantee.

Is the owner of the Company an employee-owner (receives a W2)? Yes / No / Preferred Not to Answer
What did the Company report as the hourly wage of the Company owner? (If the owner receives an annual salary, please divide total by 2080.) ___\$___ / Preferred Not to Answer
What did the Company report as the total number of employees? _____ / Preferred Not to Answer
What did the Company report as the average hourly wage of employees? ___\$___ / Preferred Not to Answer
Did the Company report that they offer employee sponsored healthcare to at least one or more employees (including employee-owner) AND cover at least 70% of the cost? Yes / No / Did Not to Answer

The undersigned has the authority, and signs this Compliance and Reporting form, on behalf of the Grantee.

CHARLEVOIX DOWNTOWN DEVELOPMENT AUTHORITY

(Authorized Signature)

(Print Name)

(Title)

(Date)

DDA/Main Street Board
210 STATE STREET CHARLEVOIX , MICHIGAN 1 49720
Charlevoix Main Street DDA
(231) 547-3257 lindseyd@cityofcharlevoix.org

Consent Agenda

TITLE: 2021 Accredited Member Sublicense - Main Street America

DATE: May 24, 2021

ATTACHMENTS:

- ▣ Trademark Sublicense Agreement

TRADEMARK SUBLICENSE AGREEMENT

This Trademark Sublicense Agreement ("Sublicense Agreement") is entered into between _____ ("Coordinating Program") and _____ ("Sublicensee"), effective as of the last date written below. For good and valuable consideration, the receipt and sufficiency of which are acknowledged, the parties agree as follows:

1. Background.

A. The National Main Street Center, Inc. ("NMSC") operates a membership program called MAIN STREET AMERICA™. As a part of that program, MAIN STREET AMERICA™ Coordinating Program Membership is available to statewide, regional or citywide organizations that oversee multiple local downtown and neighborhood programs within their service area and work to preserve and revitalize commercial districts. Local Program membership in the MAIN STREET AMERICA™ program is available at the Affiliate or Accredited levels to individual programs or organizations that satisfy the membership eligibility criteria described on the NMSC website (currently located at: https://higherlogicdownload.s3.amazonaws.com/NMSC/390e0055-2395-4d3b-af60-81b53974430d/UploadedImages/Join/Main_Street_America_Tier_System_Overview_-_2019_Update.pdf).

B. Organization is a Coordinating Program member of NMSC in good standing and has entered into a Trademark License Agreement with the NMSC which grants to the Coordinating Program the right to sublicense to its Local Programs the use of the NMSC name and trademarks described below.

C. Sublicensee is a Local Program Member in good standing of the MAIN STREET AMERICA™ program at the Accredited level. Sublicensee is also located within the Coordinating Program's geographic service area. Therefore, Sublicensee has the opportunity to enter into this Trademark License Agreement, which grants certain rights to use the NMSC's name and trademarks, including MAIN STREET AMERICA™ and MAIN STREET®, as described below.

D. The NMSC's parent entity, the National Trust for Historic Preservation ("National Trust"), owns the following registered trademarks, which it has delegated to the NMSC the right to sublicense. NMSC and Coordinating Program have entered into a Trademark Licensing Agreement which grants the Coordinating Program the right to sublicense the following registered trademarks:

Mark	U.S. Registration Number
MAIN STREET	Reg. Nos. 3,365,568 and 2,057,207
NATIONAL MAIN STREET CENTER	Reg. No. 2,013,837

These registered trademarks owned by the National Trust, together with the MAIN STREET AMERICA™ word marks and logos referred to in Section 2.A.1 below, the NATIONAL MAIN STREET CENTER logo referred to in Section 2.A.ii below are referred to herein as the "Trademarks."

E. The Trademarks are well known and recognized by the general public and associated in the public mind with the NMSC and the National Trust. The Coordinating Program and the Sublicensee recognize the mutual benefits that accrue from the Sublicensee's use of the Trademarks in accordance with the terms and conditions of this Sublicense Agreement, including the recognition and credibility brought to the Sublicensee through its use of these Trademarks and the benefit to the Coordinating Program and NMSC from association with high-performing Local Programs.

**National Main Street Center
Local Program Accredited Member Sublicensing Agreement**

2. Grant of Sub-License.

A. Subject to the terms and conditions of this Sublicense Agreement, the Coordinating Program hereby grants the Sublicensee the non-exclusive right and license to use the Trademarks to identify and promote its participation in the MAIN STREET AMERICA™ program, as well as its relationship and association with the Coordinating Program and NMSC, in connection with the following activities:

- i. **MAIN STREET AMERICA™ word and logo marks.** The Sublicensee's rights to use the MAIN STREET AMERICA™ word mark and the following MAIN STREET AMERICA logo are limited to Sublicensees which are members in good standing at the Accredited membership level of the MAIN STREET AMERICA™ program:

For use by Local Programs who are Designated Members at the Accredited Level:



As a Main Street America™ Accredited program, INSERT NAME HERE is a recognized leading program among the national network of more than 1,200 neighborhoods and communities who share both a commitment to creating high-quality places and to building stronger communities through preservation-based economic development. All Main Street America™ Accredited programs meet a set of National Accreditation Standards of Performance as outlined by the National Main Street Center.

- ii. **NATIONAL MAIN STREET CENTER® word and logo marks.** The Sublicensee's right to use the NATIONAL MAIN STREET CENTER word mark and the following NATIONAL MAIN STREET CENTER logo solely and exclusively to indicate its association with the National Main Street Center:



- iii. **MAIN STREET® word mark.** The Sublicensee's right to use the MAIN STREET trademark is limited to use made to identify Sublicensee and/or its activities, including as part of the name of the Licensee (e.g. "Main Street Iowa"), in connection with commercial district revitalization and related consultation, education, and training.

3. Scope of and Limitations on Use. Use of the Trademarks by the Sublicensee will be subject to the following limitations:

A. Sublicensee must display the Accredited level MAIN STREET AMERICA membership mark on their website. All uses of the MAIN STREET AMERICA word mark and logo by Sublicensee must follow the specific mark, color, and character usage set forth in the Brand Identity Guidelines which are incorporated by reference as if fully set forth herein. Sublicensee will not use or develop any different

**National Main Street Center
Local Program Accredited Member Sublicensing Agreement**

logos or designs (including any symbols or stylized presentations), in connection with the MAIN STREET AMERICA mark or logo. Use of the MAIN STREET AMERICA word mark and logos by Sublicensee is a mandatory condition of membership in the MAIN STREET AMERICA program.

B. The MAIN STREET mark, as part of the name and identity of Sublicensee's organization, programs, and activities, can be used on materials designed to promote the work of Sublicensee (e.g., website, brochures, newsletter, letterhead or other printed promotional materials). The right to use the MAIN STREET mark by the Sublicensee is an optional benefit of membership in the MAIN STREET AMERICA program.

C. All uses of the NATIONAL MAIN STREET CENTER logo by Sublicensee must follow the specific mark, color, and character usage set forth in the Brand Identity Guidelines attached as Exhibit A, which are incorporated by reference as if fully set forth herein. Sublicensee will not use or develop any different logos or designs (including any symbols or stylized presentations) in connection with the NATIONAL MAIN STREET CENTER mark. Use of the NATIONAL MAIN STREET CENTER logo by Sublicensee is an optional benefit of membership in the MAIN STREET AMERICA program.

D. This Sublicense Agreement is subject to the terms, conditions, and limitations of the Trademark License Agreement between NMSC and the Coordinating Program.

E. Sublicensee will not apply to register any of the Trademarks, or any other trademark that incorporates any part of the Trademarks or "National Trust for Historic Preservation." Sublicensee will not state or imply that it owns any such trademarks.

F. The Sublicensee will not use the Trademarks in combination with or in juxtaposition with other trademarks except as may be approved in writing by the NMSC. The Sublicensee will apply and display the ® symbol and the ™ symbol next to or with respect to the Trademarks as directed by the Coordinating Program.

G. Other than as specifically provided herein, Sublicensee is not granted any other rights to use, license or sublicense the Trademarks.

4. Term. This Sublicense Agreement will become effective immediately upon the date of last signature below, and, unless terminated early under Sections 5 or 10, will be effective through April 30, 2022, at which time it may be renewed by mutual written agreement of the parties hereto.

5. Conditions. This Sublicense Agreement between Coordinating Program and Sublicensee is conditioned upon Sublicensee having an active MAIN STREET AMERICA membership at the Accredited level with NMSC. The requirements of this membership are currently available at: [https://higherlogicdownload.s3.amazonaws.com/NMSC/390e0055-2395-4d3b-af60-81b53974430d/UploadedImages/Join/Main Street America Tier System Overview - 2019 Update.pdf](https://higherlogicdownload.s3.amazonaws.com/NMSC/390e0055-2395-4d3b-af60-81b53974430d/UploadedImages/Join/Main%20Street%20America%20Tier%20System%20Overview%202019%20Update.pdf), and are incorporated herein by reference.

6. Acknowledgment of Ownership. Use of the Trademarks indicates acknowledgment by the Sublicensee of the NMSC's and the National Trust's rights and title to the Trademarks, (i.e. MAIN STREET AMERICA, NATIONAL MAIN STREET CENTER, and MAIN STREET), and that Sublicensee will not at any time do, or permit to be done, any act or thing that will in any way impair the rights of the NMSC or the National Trust. All use of the Trademarks by the Sublicensee will inure to the benefit of the NMSC and the National Trust.

**National Main Street Center
Local Program Accredited Member Sublicensing Agreement**

7. Good will and promotional value. Sublicensee recognizes and acknowledges the value of good will associated with the Trademarks and agrees that it will not conduct any activity, provide any service, or produce or distribute goods which in any way damages or reflects adversely upon the NMSC or the National Trust.

8. Non-assignment. This Sublicense Agreement is personal to the Sublicensee, and may not be assigned to any other individual, program, organization, or agency. Any attempted assignment will be null and void.

9. Compliance Verification. It is the responsibility of the Sublicensee to verify compliance with the terms of this Sublicense Agreement, and to provide complete and accurate usage reports to the Coordinating Program. If the Coordinating Program or the NMSC has reason to believe that the Sublicensee is in violation of this Sublicense Agreement, the Coordinating Program or NMSC shall have the right to make inquiries with Sublicensee as necessary to determine compliance. In such case, the Sublicensee will cooperate with the Coordinating Program and/or NMSC in its investigation and provide in a timely fashion any and all information that is requested.

10. Termination.

A. Coordinating Program may terminate this Sublicense Agreement if the Sublicensee violates any of the provisions of this Sublicense Agreement or fails to satisfy the membership criteria established by the NMSC for Accredited Local Programs. Such termination will be effective thirty (30) days after the Coordinating Program sends written notice of such termination to Sublicensee. During this thirty (30) day period, Sublicensee may attempt to cure such violation. If the violation is not cured during this period, the termination will be effective upon the expiration of the thirty (30) day period.

B. This Sublicense Agreement will automatically terminate immediately without any notice required, notwithstanding the above paragraph, if the Coordinating Program or NMSC determines: (i) that sublicensee's actions could negatively affect the goodwill, image, or reputation of the NMSC, the National Trust for Historic Preservation, the Coordinating Program, or any of the Trademarks; (ii) the Sublicensee discontinues all or a significant portion of its business; (iii) the National Trust terminates, revokes, or fails to renew the NMSC's rights to use, license, or sublicense the Trademarks; or (iv) the NMSC terminates, revokes or fails to renew the Coordinating Program's rights to use, license or sublicense the Trademarks.

C. Upon the expiration or early termination of this Agreement, the Sublicensee will discontinue use of the Trademarks and will destroy and delete tangible and electronic documents and files containing any such marks, except for a limited number of copies retained for archival purposes only.

11. Governing Law. This Agreement is entered into in the District of Columbia and will be governed by and construed in accordance with the laws of the District of Columbia, USA, without giving effect to conflict of laws provisions.

12. Annual Report, Notices, Other Communication. Upon request by the Coordinating Program or NMSC, Sublicensee shall submit samples of any materials on which the Trademarks licensed under this agreement were used during the year. Such samples shall be submitted within ten business days of receipt of a written request from the Coordinating Program or NMSC.

13. Notices. Any notices which either party is required or may desire to serve upon the other party shall be in writing and may be served either personally or by depositing the same in the mail (first class

**National Main Street Center
Local Program Accredited Member Sublicensing Agreement**

postage prepaid, certified and return receipt requested) or with a reputable overnight express delivery service (with confirmed delivery, charge prepaid or billed to shipper), addressed to the party to be served as follows, unless a different address is designated in writing by the party to be served. Notice shall also be required to be given by electronic mail on the same date as deposited in the mail. Notice given by mail alone shall not be sufficient.

To Coordinating Program:

Name: _____

Address: _____

Phone: _____

Email: _____

To Sublicensee:

Name: _____

Address: _____

Phone: _____

Email: _____

14. Successors. This Agreement shall be binding upon, and will inure to the benefit of, the parties and their respective permitted successors and assigns.

15. Modification. No amendment or modification of the terms or conditions of this License Agreement will be valid unless in writing and signed by both parties.

16. Waiver. The failure of either party to partially or fully exercise any right or the waiver by either party of any breach, shall not prevent a subsequent exercise of such right or be deemed a waiver of any subsequent breach of the same or any other term of this Sublicense Agreement. No waiver shall be valid or binding unless in writing and signed by the waiving party.

17. Severability. If any provision of this Sublicense Agreement or the application of any provision hereof to any person or circumstances is held to be void, invalid, or inoperative, the remaining provisions of this Agreement shall not be affected and shall continue in effect and the invalid provision shall be deemed modified to the least degree necessary to remedy such invalidity.

18. Entire Agreement. This Sublicense Agreement is the entire agreement between the parties with respect to the matters referred to herein and it supersedes and replaces all prior and contemporaneous oral and written understandings pertaining to the subject matter hereof.

Coordinating Program

Sublicensee

By: _____

By: _____

Date: _____

Date: _____

DDA/Main Street Board
210 STATE STREET CHARLEVOIX , MICHIGAN 1 49720
Charlevoix Main Street DDA
(231) 547-3257 lindseyd@cityofcharlevoix.org

Consent Agenda

TITLE: 2021 Tax Rate Request Form

DATE: May 24, 2021

ATTACHMENTS:

- ▣ Form to be signed by Director and Chair

Carefully read the instructions on page 2.

This form is issued under authority of MCL Sections 211.24e, 211.34 and 211.34d. Filing is mandatory. Penalty applies.

This form must be completed for each unit of government for which a property tax is levied. Penalty for non-filing is provided under MCL Sec 211.119. The following tax rates have been authorized for levy on the 2021 tax roll.

Prepared by Kelly McGinn	Telephone Number (231) 547-3251	Title of Preparer Treasurer	Date 05/24/2021
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Local School District Use Only. Complete if requesting millage to be levied. See STC Bulletin 2 of 2021 for instructions on completing this section.

* Under Truth in Taxation, MCL Section 211.24e, the governing body may decide to levy a rate which will not exceed the maximum authorized rate allowed in column 9. The requirements of MCL 211.24e must be met prior to levying an operating levy which is larger than the base tax rate but not larger than the rate in column 9.

**** IMPORTANT:** See instructions on page 2 regarding where to find the millage rate used in column (5).

Instructions For Completing Form 614 (L-4029) 2021 Tax Rate Request, Millage Request Report To County Board Of Commissioners

These instructions are provided under MCL Sections 211.24e (truth in taxation), 211.34 (truth in county equalization and truth in assessing), 211.34d (Headlee), and 211.36 and 211.37 (apportionment).

Column 1: Source. Enter the source of each millage. For example, allocated millage, separate millage limitations voted, charter, approved extra-voted millage, public act number, etc. Do not include taxes levied on the Industrial Facilities Tax Roll.

Column 2: Purpose of millage. Examples are: operating, debt service, special assessments, school enhancement millage, sinking fund millage, etc. A local school district must separately list operating millages by whether they are levied against ALL PROPERTIES in the school district or against the NON-HOME group of properties. (See State Tax Commission Bulletin 2 of 2021 for more explanation.) A local school district may use the following abbreviations when completing Column 2: "Operating ALL" and "Operating NON-HOME". "Operating ALL" is short for "Operating millage to be levied on ALL PROPERTIES in the local school district" such as Supplemental (Hold Harmless) Millages and Building and Site Sinking Fund Millages. "Operating NON-HOME" is short for "Operating millage to be levied on ALL PROPERTIES EXCLUDING PRINCIPAL RESIDENCE, QUALIFIED AGRICULTURAL, QUALIFIED FOREST AND INDUSTRIAL PERSONAL PROPERTIES in the local school district" such as the 18 mills in a district which does not levy a Supplemental (Hold Harmless) Millage.

Column 3: Date of Election. Enter the month and year of the election for each millage authorized by direct voter approval.

Column 4: Millage Authorized. List the allocated rate, charter aggregate rate, extra-voted authorized before 1979, each separate rate authorized by voters after 1978, debt service rate, etc. (This rate is the rate before any reductions.)

Column 5: 2020 Millage Rate Permanently Reduced by MCL 211.34d ("Headlee") Rollback. Starting with taxes levied in 1994, the "Headlee" rollback permanently reduces the maximum rate or rates authorized by law or charter. The 2020 permanently reduced rate can be found in column 7 of the 2020 Form L-4029. For operating millage approved by the voters after April 30, 2020, enter the millage approved by the voters. For debt service or special assessments not subject to a millage reduction fraction, enter "NA" signifying "not applicable."

Column 6: Current Year Millage Reduction Fraction. List the millage reduction fraction certified by the county treasurer for the current year as calculated on Form 2166 (L-4034), *2021 Millage Reduction Fraction Calculations Worksheet*. The millage reduction fraction shall be rounded to four (4) decimal places. The current year millage reduction fraction shall not exceed 1.0000 for 2021 and future years. This prevents any increase or "roll up" of millage rates. Use

1.0000 for new millage approved by the voters after April 30, 2021. For debt service or special assessments not subject to a millage reduction fraction, enter 1.0000.

Column 7: 2021 Millage Rate Permanently Reduced by MCL 211.34d ("Headlee") Rollback. The number in column 7 is found by multiplying column 5 by column 6 on this 2021 Form L-4029. This rate must be rounded DOWN to 4 decimal places. (See STC Bulletin No. 11 of 1999, Supplemented by Letter of 6/7/2000.) For debt service or special assessments not subject to a millage reduction fraction, enter "NA" signifying "not applicable."

Column 8: Section 211.34 Millage Rollback Fraction (Truth in Assessing or Truth in Equalization). List the millage rollback fraction for 2021 for each millage which is an operating rate. Round this millage rollback fraction to 4 decimal places. Use 1.0000 for school districts, for special assessments and for bonded debt retirement levies. For counties, villages and authorities, enter the Truth in Equalization Rollback Fraction calculated on STC Form L-4034 as TOTAL TAXABLE VALUE BASED ON CEV FOR ALL CLASSES/TOTAL TAXABLE VALUE BASED ON SEV FOR ALL CLASSES. Use 1.0000 for an authority located in more than one county. For further information, see State Tax Commission Bulletin 2 of 2021. For townships and cities, enter the Truth in Assessing Rollback Fraction calculated on STC Form L-4034 as TOTAL TAXABLE VALUE BASED ON ASSESSED VALUE FOR ALL CLASSES/TOTAL TAXABLE VALUE BASED ON SEV FOR ALL CLASSES. The Section 211.34 Millage Rollback Fraction shall not exceed 1.0000.

Column 9: Maximum Allowable Millage Levy. Multiply column 7 (2021 Millage Rate Permanently Reduced by MCL 211.34d) by column 8 (Section 211.34 millage rollback fraction). Round the rate DOWN to 4 decimal places. (See STC Bulletin No. 11 of 1999, Supplemented by Letter of 6/7/2000.) For debt service or special assessments not subject to a millage reduction fraction, enter millage from Column 4.

Column 10/Column 11: Millage Requested to be Levied. Enter the tax rate approved by the unit of local government provided that the rate does not exceed the maximum allowable millage levy (column 9). A millage rate that exceeds the base tax rate (Truth in Taxation) cannot be requested unless the requirements of MCL 211.24e have been met. For further information, see State Tax Commission Bulletin 2 of 2021. A LOCAL School District which levies a Supplemental (Hold Harmless) Millage shall not levy a Supplemental Millage in excess of that allowed by MCL 380.1211(3). Please see the memo to assessors dated October 26, 2004 regarding the change in the collection date of certain county taxes.

Column 12: Expiration Date of Millage. Enter the month and year on which the millage will expire.

2021 CHARLEVOIX COUNTY MILLAGE REDUCTION FRACTION CALCULATION

CODE NUMBER	TAXING JURISDICTION	2020 TAXABLE VALUE AS OF 4/20/2020	2021 TAXABLE VALUE AS OF 4/20/2021	TAXABLE VALUE OF LOSSES	TAXABLE VALUE OF ADDITIONS	2021 MCL 211.34d **M.R.F.	TRUTH IN TAXATION BTRF
001	BAY TOWNSHIP	179,493,996	187,093,787	245,454	3,042,882	0.9875	0.9739
002	BOYNE VALLEY TOWNSHIP	155,278,942	161,169,954	527,085	3,373,762	0.9944	0.9807
003	CHANDLER TOWNSHIP	14,691,975	15,116,576	240,027	466,500	1.0000	0.9865
004	CHARLEVOIX TOWNSHIP	164,565,285	167,886,991	1,810,758	2,245,833	0.9963	0.9826
005	EVANGELINE TOWNSHIP	81,954,247	86,697,232	301,671	2,060,600	0.9782	0.9647
006	EVELINE TOWNSHIP	284,947,271	295,371,930	222,748	3,444,900	0.9890	0.9753
007	HAYES TOWNSHIP	231,107,337	237,957,372	681,286	1,973,208	0.9901	0.9764
008	HUDSON TOWNSHIP	42,085,921	43,444,514	313,946	729,382	0.9916	0.9779
009	MARION TOWNSHIP	88,906,408	92,607,513	110,100	1,223,122	0.9853	0.9717
010	MELROSE TOWNSHIP	173,362,498	179,316,239	1,676,113	6,360,100	1.0000	0.9927
011	NORWOOD TOWNSHIP	49,850,561	52,628,530	245,839	1,804,900	0.9897	0.9760
012	PEAINE TOWNSHIP	69,698,400	72,081,695	329,860	522,000	0.9830	0.9694
013	ST. JAMES TOWNSHIP	48,023,822	48,730,272	117,298	277,200	1.0000	0.9887
014	SOUTH ARM TOWNSHIP	104,217,445	109,272,445	281,350	3,018,812	0.9919	0.9782
015	WILSON TOWNSHIP	79,826,637	83,622,180	596,891	2,157,652	0.9862	0.9726
051	BOYNE CITY	200,415,362	210,067,230	756,859	4,946,446	0.9870	0.9734
052	CITY OF CHARLEVOIX	260,238,117	267,225,462	783,566	1,244,254	0.9891	0.9755
053	EAST JORDAN	53,605,366	55,264,653	506,404	1,257,141	0.9969	0.9832
15	TOTAL COUNTY	2,282,269,590	2,365,554,575	9,747,255	40,148,694	0.9909	0.9773
041	BOYNE FALLS VILLAGE	7,674,410	7,688,134	16,875	44,200	1.0000	1.0018

SCHOOL DISTRICTS

05065	ELLSWORTH	7,293,293	8,024,663	-	187,920	I.C.*
	NON-HOMESTEAD	3,599,963	3,810,243	-	77,100	I.C.*
15010	BEAVER ISLAND	117,722,222	120,811,967	447,158	799,200	0.9909
	NON-HOMESTEAD	90,764,940	93,583,507	167,842	710,200	0.9891
15020	BOYNE CITY	667,267,948	696,143,069	2,982,688	14,028,669	I.C.*
	NON-HOMESTEAD	373,033,634	391,808,170	1,878,830	9,742,306	I.C.*
15030	BOYNE FALLS	175,600,715	183,198,116	623,349	4,681,562	I.C.*
	NON-HOMESTEAD	121,764,920	128,219,948	141,103	3,157,936	I.C.*
15050	CHARLEVOIX	826,263,802	851,767,425	3,689,950	9,643,226	I.C.*
	NON-HOMESTEAD	478,637,622	497,312,469	475,778	6,644,768	I.C.*
15060	EAST JORDAN	347,581,315	360,687,026	1,088,438	6,758,824	I.C.*
	NON-HOMESTEAD	180,858,148	189,877,011	366,565	5,392,701	I.C.*
24070	PETOSKEY	116,365,724	120,091,257	636,090	3,580,411	I.C.*
	NON-HOMESTEAD	64,955,603	68,100,080	294,247	2,651,311	I.C.*
69040	VANDERBILT	24,174,571	24,831,052	279,582	468,882	I.C.*
	NON-HOMESTEAD	16,256,977	16,512,514	206,982	100,700	I.C.*

INTERMEDIATE SCHOOL DISTRICTS

16000	CHAR-EM	2,258,095,019	2,340,723,523	9,467,673	39,679,812	I.C.*
15000	C-O-P	24,174,571	24,831,052	279,582	468,882	I.C.*

**2021 CHARLEVOIX COUNTY
MILLAGE REDUCTION FRACTION CALCULATION**

CODE NUMBER	TAXING JURISDICTION	2020 TAXABLE VALUE AS OF 4/20/2020	2021 TAXABLE VALUE AS OF 4/20/2021	TAXABLE VALUE OF LOSSES	TAXABLE VALUE OF ADDITIONS	2021 MCL 211.34d **M.R.F.
LIBRARIES						
	BOYNE CITY	566,511,654	592,650,093	1,693,975	11,700,789	0.9858
	CHARLEVOIX	857,777,431	884,371,401	3,760,513	9,752,217	I.C.*
	JORDAN VALLEY	347,581,315	360,687,026	1,088,438	6,758,824	I.C.*
	BEAVER ISLAND	117,722,222	120,811,967	447,158	799,200	0.9909
	CROOKED TREE	328,641,440	340,486,193	2,203,198	9,733,862	1.0000
DDA						
	CHARLEVOIX DDA	29,279,425	29,519,425	297,229	84,100	0.9984
OTHER AUTHORITIES						
	CXPOOL REC AUTHORITY	655,910,739	673,069,825	3,275,610	5,463,295	0.9913
	JORDAN VALLEY EMS	157,822,811	164,537,098	787,754	4,275,953	I.C.*

*I.C. Indicates Inter-County taxing jurisdictions. The valuations on this form are for Charlevoix County only. The Millage Reduction Fraction (MRF) and Base Tax Rate Fraction (BTRF) calculations will be based on the valuation of the entire taxing district.

**NOTE: 1993 P.A. 145 (Senate Bill 1) Provides that a Millage Reduction Fraction (MRF) shall not exceed 1.0000

Emily Selph
Equalization Director, Charlevoix County

Betty Simon
Treasurer, Charlevoix County

DDA/Main Street Board
210 STATE STREET CHARLEVOIX , MICHIGAN 1 49720
Charlevoix Main Street DDA
(231) 547-3257 lindseyd@cityofcharlevoix.org

Reports

TITLE: Director's Report

DATE: May 24, 2021

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:

Media Mentions

- <https://www.petoskeynews.com/story/news/local/charlevoix/2021/04/29/drive-in-movies-to-help-local-cinema/115949054/>

Director Days Off

- Memorial Day

Housing Incentive Update

We've gotten one inquiry thus far for a project that wouldn't commence until this Fall. Another inquiry recently came in but I'm not sure it will result in an application.

Alleyway Improvement Grant Update

Still no applications submitted - Design Committee has scheduled an info meeting about this grant and the Housing Incentive on Wednesday, June 6th at 3:00 PM at City Hall. Hopefully that will help. With high lumbar prices and limited availability of skilled labor in the trades, it's possible that projects aren't being pursued because they seem too complicated to accomplish right now. My hope is that we can get some applications in for work that would take place late summer/fall.

First Fridays

The second First Friday event was a little less exciting thanks to some dreary and cold weather. However, during our business owners meeting this month a few retailers said they had good sales days and that people did come out specifically because of the promotion. This is now on hold through the summer and holiday season and will re-launch in January pending Board approval.

Elevate Grant for Small Businesses

I was able to work with two businesses in our district who submitted their applications to Charlevoix State Bank. Fingers crossed! **Grant info can be found here:** https://www.fhlbi.com/docs/default-source/resources/community-investment/elevate/fhlbi_2021_elevate_programguide_v3.pdf?sfvrsn=f590091e_2

Parking Meter Update

The meters have not been turned on because there were parts on order for some repairs that need to take place. They have arrived, and parking enforcement staff starts on Monday. The intent is to do repairs and get meters operating for Memorial Day Weekend, the week after at the very latest. Since this has taken longer than expected there will be an attempt to temporarily communicate with patrons to reduce confusion and frustration.

Vibrancy Grant Application

I've attached the information I submitted to the MEDC for our Vibrancy Grant, which requests \$20,000 to support a digital downtown dollars program and the expansion of tree lights into the parking lot area of the 300 block. We have been told that announcements will be sent out sometime next week.

Community Partnership Project Application

As an FYI I've attached an application that has been submitted to the State Historic Preservation Office as another attempt to get assistance with a National Register District in the 200 block of downtown. As a reminder, this effort would enable property owners to take advantage of both Federal and State tax credits and is being pursued as a means of adding another tool to our toolbox for the sake of future downtown development projects.

Michigan Downtown Association Summer Workshop (Virtual) - June 4th

The MDA decided to keep this event virtual so hopefully we can get them into town in 2022. In the meantime, I am a speaker during two sessions - I've included the session descriptions below. If you're interested in attending please let me know. The agenda can be accessed here: <https://www.memberleap.com/members/evr/regmenu.php?orgcode=MDTA>

9:00 am – 10:00 am Co-working Spaces, Fad or Future?

The workplace has drastically changed over the last year. People are working from home and Zoom calls are a norm. How can this shift create a new opportunity in your downtown? What are the advantages of a co-working space? Should it be run by the downtown organization or a private business? What are the challenges moving forward with shared office space? Hear from three communities that have a co-working space embedded in downtown and gain insight on what it takes to create and manage a successful co-working space.

*Lindsey J. Dotson, MSARP, Executive Director,
Charlevoix Main Street DDA*

*Kevin Smith, Co-Owner, Mix Coworking Studio,
Downtown Middleville*

*Courtney Tarara, Co-Owner, Frontal Lobe,
Downtown Howell*

11:20 am – 12:10 pm Combating Seasonality by Addressing the "Missing Middle" Housing Crisis

Charlevoix Main Street DDA recently launched a new housing incentive program that grants up to \$25,000 per year-round housing unit created in the downtown. The objectives of the program include fully utilizing downtown properties, reducing underutilized downtown square footage, providing financial assistance to property owners in overcoming the barriers associated with the reuse of historic buildings, promoting the expansion and continued growth of business, and increasing year-round residents and economic activity in the downtown and in Charlevoix.

*Lindsey J. Dotson, MSARP, Executive Director,
Charlevoix Main Street DDA*

*Steve Schnell, AICP, Charlevoix County
Housing Ready Program Director,
Housing North*

ATTACHMENTS:

- ▣ Vibrancy Grant Cover Letter
- ▣ Vibrancy Grant Application
- ▣ Downtown Dollars Work Plan Draft
- ▣ Tree Light Expansion Work Plan
- ▣ Community Partnership Program Application to SHPO



Dear Michigan Main Street Team,

Thank you for the opportunity to apply for funds to support ongoing efforts to revitalize downtown Charlevoix. Our application seeks funding that would support two projects – one a physical improvement of the downtown and another a promotional campaign to encourage more local spending. As we work toward a more year-round economy both projects will have a large impact on our seasonality and work to continue expanding our busy season gradually each year.

The first project is an expansion of our downtown tree lights into the back parking lot of the 300-block of town. This block has several mature trees and is also poorly lit in its current condition. This is also an area identified as having plentiful opportunity for enhancements to improve walkability and accessibility in the downtown. With several opportunities for public and private investments, this block will soon have better utilized square footage for commerce and multimodal transportation. Several restaurants will be able to expand outdoor dining opportunities and the tree lights would be critical in continuing to draw attention back from Bridge Street. Since we are starting to replace our current tree lights on Bridge Street, it will be the perfect time to expand the area that is lit as envisioned in our Alley Corridor Improvement Plan, or the SBEI study as our Transformation Strategy document calls it.

The second project is the creation of a digital downtown dollars program that would improve and expand the hand-written gift certificate method we currently use. Using a company called Yiftee, who does not charge us or the businesses anything, an online platform will be created linked on our website that will allow us to sell downtown dollars that can be redeemed at participating businesses in our district. The online cards are a real Mastercard, and merchants just manually enter the number to process the payment. This takes away the waiting period that we currently have in place for reimbursement as well. The great thing about this platform is that we will be able to run specials that relate to current promotions to encourage even more spending in the downtown.

For Restaurant Week we can sell buy one get one offers to expand the spending capacity of customers in our restaurants. For Gift Local we can give these digital cards out instead of paper certificates that we use for prizes. For First Fridays some of our prizes handed out to people on the street can be these digital downtown dollars to ensure the prize keeps that person's money in our downtown. Lastly, we envision it being a popular tool that we can partially subsidized so that downtown businesses can buy the cards at a savings to use as incentives for their employees throughout the year. This will also open the opportunity for larger employers to purchase these cards around the holidays as bonuses or gifts. The best part of this is it will open the door for future "sponsorships" for matching BOGO funds but the first year our sponsor would be Michigan Main Street/MEDC. This initiative aligns with our overarching goal of developing a sustainable downtown that provides year-round economic opportunities to the greater Charlevoix community.

Our program has proven it has the capacity to run effective promotional campaigns and tree lighting projects thanks to a robust group of volunteers on our Organization & Promotions and Design Committees. Their involvement and assistance will be our recipe to success with each of these initiatives. Thanks again for the opportunity.

Sincerely,

A handwritten signature in dark ink, appearing to read "Lindsey J. Dotson".

Lindsey J. Dotson, MSARP
Executive Director
Charlevoix Main Street DDA

Main Street Vibrancy Grant

Application FY21



**MICHIGAN
ECONOMIC**
DEVELOPMENT
CORPORATION

MAIN STREET VIBRANCY GRANT APPLICATION
--

APPLICANT INFORMATION	
Applicant Entity Name (Legal Name)	
Main Street Organization Name, if different than Legal Name	
Applicant Primary Point of Contact Name	
Applicant Primary Point of Contact Email	
Applicant Primary Point of Contact Phone	
Applicant Entity Address	
Applicant Entity City	
Applicant Entity State/Zip	
Applicant Entity Type (DDA, non-profit, etc.)	
Name of Community that Applicant is applying on behalf of	
PROJECT INFORMATION	
Describe the scope of work of the proposed project:	
Proposed start date:	
Proposed completion date:	

Describe how the proposed project supports the implementation of the Main Street Program's Transformation Strategy (goals and measures of success), community priorities and/or market data:	
Describe the impact of this project to the downtown and community:	
PROJECT BUDGET	
Provide a detailed list of all items and cost of the work to be performed or the items to be purchased that will utilize the Main Street Vibrancy Grant dollars. Use additional sheet if necessary.	
ITEM	COST
TOTAL Cost for work:	

Applicant Checklist	
Please initial all boxes and sign and date the checklist.	
	I have included a cover letter to accompany the application that briefly introduces the project, describes the capacity of the Main Street program, and discusses how the project fits with the priorities of the Main Street district.
	I have submitted a budget verifying that the local Main Street Program has the matching funds available required for the grant program.
	I have included the complete work plan for the proposed project detailing action items, timeline, budget and volunteer capacity.
	I have submitted "before" photographs that best represent the scope of the Main Street Vibrancy Grant program request. I will submit "after" photographs that show the completed project.
	I understand that I am required to complete the MEDC Background Check process if selected and I have submitted the required Background Check Forms.
	I understand the project must be completed within one year of an executed grant agreement.
	Submit application and all required documents via email to: Leigh Young, AICP Senior Main Street Specialist, Michigan Main Street Community Development Michigan Economic Development Corporation Youngl11@michigan.org Applications are due by 5:00pm on April 30th, 2021.
	 Signed Date



New Downtown Dollars Digital Program

Work Plan Info

Date	05/25/2021	
Event Chair	Kitty Cole	
Income	Est.	\$10,000.00
	Actual	\$0.00
Expense	Est.	\$2,500.00
	Actual	\$0.00
Notes	References Standard eGift purchase pages: https://app.yiftee.com/gift-card/redlands-local-card-redlands, https://app.yiftee.com/gift-card/madison-chamber-cash Simple BOGOs: https://app.yiftee.com/gift-card/downtown-dayton, https://app.yiftee.com/gift-card/lake-tahoe--south-shore Sponsor credit listing on eGift page: https://app.yiftee.com/gift-card/downtown-dollars-nashville Sponsor program (developed locally, not a Yiftee webpage): https://double-bucks.com/ Merchant special offers: https://app.yiftee.com/gift-card/fairfield-community-gift-card, https://app.yiftee.com/gift-card/unique-eugene-card-eugene Video, created by a community to recruit local businesses: Delaware Small Business Chamber: https://player.vimeo.com/video/507191651 Yiftee testimonial video: https://www.youtube.com/watch?v=QO-G8gxRVDw%26t=6s Contact: Donna Novitsky CEO Yiftee - Keep Local Dollars Local M: 650.533.0938	

Contacts

There are no contacts to show.

Involvements

There are no involvements to show.

Description

A Community Card Is...

A digital gift card that unites business, consumers and local merchants

How it works

- Multi-use paper or digital gift card, lives on your phone, any value >\$5
- Works at any number of different merchants in a community
- Merchants opt-in to the program at no cost
- Consumers give them as gifts to family and friends via email or text
- Businesses give them as employee rewards, marketing programs, survey incentives, contests, customer appreciation/recovery, etc.
- Cards do not expire. Yiftee provides customer support and security

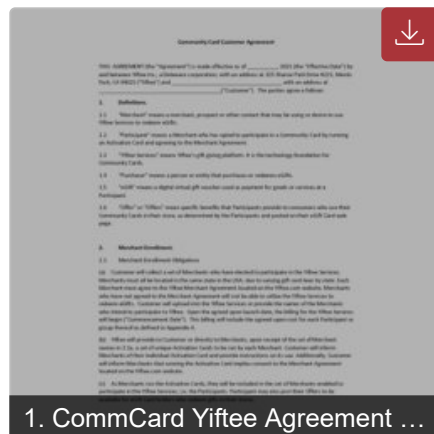
Transformation Strategies All

Goal	Results	Accomplished
Develop a sustainable downtown that provides year-round economic opportunities to the greater Charlevoix community.		No

Events

There are no events to show.

Files



1. CommCard Yiftee Agreement ...



1. CommunityCardPresentation2...

Tasks

Task	Due	Budget	Notes
 get “sponsors” for the card like a local bank to cover eDelivery fee, Buy-One-Get-One bonus gifts, marketing costs and/or charitable contributions Assigned to Amanda Wilkin	04/30/2021	Type Income Est. \$10,000.00 Actual \$0.00	Vibrancy Grant - \$7,500 for sponsorship, \$2500 for promotion of program
 Secure interest from merchants to participate – no cost other than credit card (CNP) processing fees paid on redemption Assigned to Sarah Hagen , Lindsey Dotson	05/17/2021	Type Expense Est. \$0.00 Actual \$0.00	Volunteer Clair Scholten to help with this as well SIGN UP MERCHANTS. Prepare a spreadsheet of merchants who may be participating in the card. See template for info required. You can use the messages in the Overview document attached to announce/explain the program. Yiftee provides a one-pager for merchants explaining the program. If it's easier, you can send us your whole membership to upload and they won't be visible on the card until they run their Activation Cards and opt-in to the program.
 Yiftee demonstration at May DDA Board meeting	05/24/2021	Type Expense Est. \$0.00 Actual \$0.00	
 SET-UP and ADD LINK. Either you or Yiftee can set up your Card in your Portal with the above info – it's quick and easy. Add the link to buy a Card to your website and tell the merchants to do the same. Make it easy for consumers to find! Assigned to Lindsey Dotson	05/25/2021	Type Expense Est. \$0.00 Actual \$0.00	
 Creation of graphics related to Downtown Dollars card and send to Yiftee Assigned to Lindsey Dotson	05/28/2021	Type Expense Est. \$0.00 Actual \$0.00	Use current branding

Task	Due	Budget	Notes
 Activate Merchants Assigned to Kitty Cole , Savannah Fratrack , Sarah Hagen , Lindsey Dotson	06/25/2021	Type Est. Actual	Expense \$0.00 \$0.00 ACTIVATE MERCHANTS. Send out the Activation Cards to the participating merchants. You can send them to the merchants directly via email, or to yourself if you want to take them to the shops and get them to run the cards personally. Yiftee will provide a one pager on how to redeem your cards that you can send to the merchants to post for their cashiers.
 PLAN LAUNCH. Plan a launch event so that you have a deadline to get merchants to run their Activation Cards and kick off the program. This can be as simple as getting a local publication to run a press release for you. Yiftee can provide a template for th Assigned to Katherine Bitely	07/05/2021	Type Est. Actual	Expense \$0.00 \$0.00
 RECRUIT CORPORATE CARD BUYERS Assigned to Sarah Hagen , Savannah Fratrack	07/12/2021	Type Est. Actual	Expense \$0.00 \$0.00 Send out a message to potential corporate buyers of your Cards to jumpstart sales. Yiftee will provide a draft copy for this too.
 Secure interest from residents, companies, realtors, schools, non-profits, etc. to use for gifting, fund raising, visitors, customer appreciation, employee rewards, etc. Assigned to Kitty Cole , Katherine Bitely	07/12/2021	Type Est. Actual	Expense \$0.00 \$0.00

Task	Due	Budget		Notes
 ONGOING MARKETING - window clings, etc. Assigned to Lindsey Dotson , Katherine Bitely	01/03/2022	Type	Expense	This is up to you. We suggest that you create window clings with your Card branding on it and have participating merchants put them in their shops. Other signage near shop registers also helps to build awareness, or small takeaway cards like business cards that people can pick up at key locations. We're happy to brainstorm ideas and provide templates for various programs.
		Est.	\$2,500.00	
		Actual	\$0.00	



Street Tree Lights

Work Plan Info			
Date	06/01/2021		
Income	Est.	\$0.00	
	Actual	\$0.00	
Expense	Est.	\$22,500.00	
	Actual	\$0.00	
Notes	Annual maintenance and replacement of LED lights in trees along Bridge Street		

Contacts All	
Denise Fate	Manager

Involvements	
Volunteer	
Design Committee	

Description

Annual maintenance and repair/replacement of LED lights in trees along Bridge Street plus addition of lights in 300 block parking lot/alleyway.

Transformation Strategies All

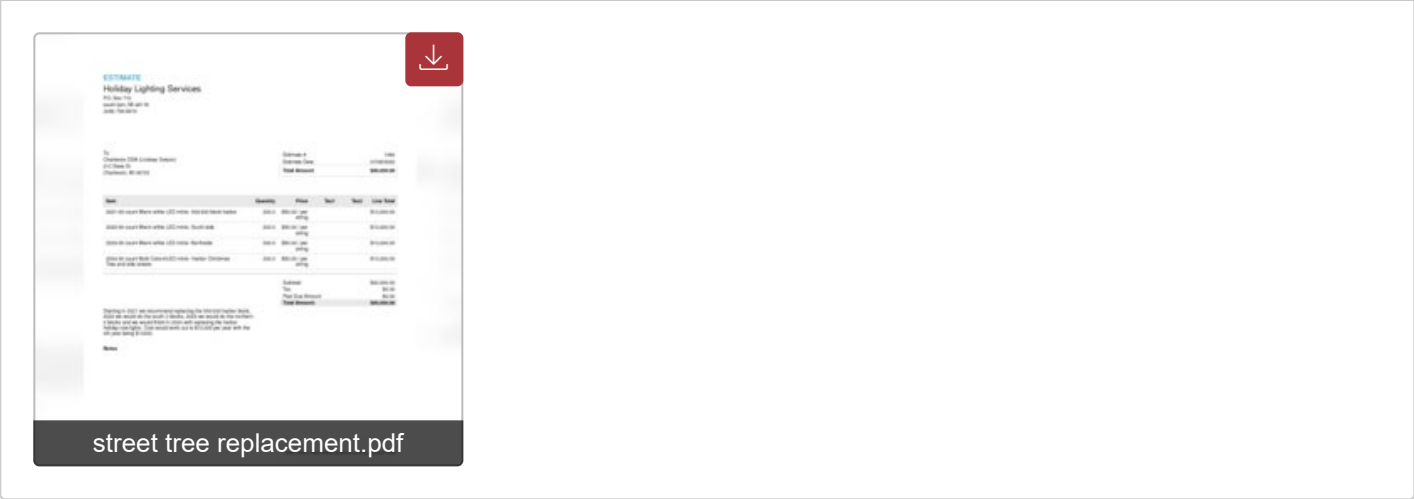
Goal
Create the physical layout and amenities, and sustaining resources that demonstrate Charlevoix's commitment to year-round health & wellness/healthy living.

Results	Accomplished
	No

Accomplished
No

No

Files



Tasks

Task	Due	Budget	Notes
 Replacement of lights on trees in center of downtown	06/14/2021	Type Expense Est. \$10,000.00 Actual \$0.00	Refer to attached estimate for phased replacement plan
 Addition of lights to trees located in parking lot/alleys of 300 block	07/05/2021	Type Expense Est. \$10,000.00 Actual \$0.00	
 Check with Holiday Lighting about annual light inspection Assigned to Lindsey Dotson	08/02/2021	Type Expense Est. \$0.00 Actual \$0.00	
 Maintenance performed in fall by Holiday Lighting Completed on 11/26/2018	11/01/2021	Type Expense Est. \$2,500.00 Actual \$0.00	



CERTIFIED LOCAL GOVERNMENT 2021 COMMUNITY PARTNERSHIP PROJECTS

NATIONAL REGISTER DESIGNATION PROJECTS

PROJECT ELIGIBILITY

- Eligible projects include:
 - Individual properties; and
 - Contiguous historic districts (e.g., downtown business district, suburban commercial corridor, residential neighborhood, etc.).
- Properties must have been included in a survey within the last 10 years or have a determination of eligibility on file with SHPO to be considered.
- Projects requiring access to properties imposing a safety/health risk are not eligible.
- Properties must be readily accessible via normal modes of transportation. Remote resources and those requiring special transportation are not eligible.
- For individual properties, the CLG must have owner permission to access the property, including interiors, and move forward with the designation process. For districts, the CLG must provide a list of property owners/addresses within the district.

MINIMUM PARTICIPATION REQUIREMENTS

- The CLG will commit two (2) persons (e.g., CLG liaison and HDC member) to participate in a 2-4 hour field session (depending on the size of the project), working alongside SHPO to learn about property documentation, discuss the designation process, and learn about the importance of historic integrity and contextual significance.
- At the end of the project, the CLG will advertise and host a public HDC meeting for the SHPO to discuss the role of National Register designation and its benefits.

INSTRUCTIONS

- Complete applications, including this form and any necessary attachments, must be received by May 3, 2021.
- Applications should be submitted via email to Alan Higgins, Certified Local Government Coordinator, at higginsS3@michigan.gov.
- Questions can be directed to Alan Higgins via email or at 517.335.2719.

This program has been financed in part with Federal funds from the National Park Service, U.S. Department of the Interior, through the Michigan Strategic Fund, Michigan State Historic Preservation Office. However, the contents and opinions herein do not necessarily reflect the views or policies of the Department of the Interior, nor does the mention of trade names or commercial products herein constitute endorsement or recommendation by the Department of the Interior.

This program receives Federal financial assistance for identification and protection of historic properties. Under Title VI of the Civil Rights Acts of 1964, Section 504 of the Rehabilitation Act of 1973, and the Age Discrimination Act of 1975, as amended, the U.S. Department of the Interior prohibits discrimination on the basis of race, color, national origin, disability, or age in its federally assisted programs. Michigan law prohibits discrimination on the basis of religion, race, color, national origin, age, sex, marital status, or disability. If you believe you have been discriminated against in any program, activity, or facility as described above, or if you desire further information, please write to the Office for Equal Opportunity, National Park Service, 1849 C Street, NW, Washington, DC 20240.

1. PROJECT INFORMATION

Project Name: _____

Certified Local Government: _____

APPLICANT

Contact Name: _____

Title: _____

Organization: _____

Address: _____

Phone: _____ Email: _____

2. ELIGIBILITY VERIFICATION

Did the CLG submit an annual report for 2020 to SHPO?

☐ Yes ☐ No

An annual report must be on file to be eligible. Submit one with this application if you have not previously done so.

If for an individual property, does the CLG have owner permission to access the property and move forward with the designation?

☐ Yes ☐ No

☐ Not applicable

Submit verification with this application. A project will not move forward until the CLG provides written (email or letter) verification from the property owner.

Was the property included in a survey in the last 10 years or does it have a determination of eligibility on file with SHPO?

☐ Yes ☐ No

☐ Unsure

If the answer is no, consider submitting a survey project.

Does the CLG commit to meeting the minimum participation requirements for the project? *Note: At SHPO discretion, virtual training may be substituted for in-person requirements.*

☐ Yes ☐ No

If the CLG would like to suggest alternate or additional ways to participate in the project, please describe them below (optional):

- 2021 Project Application | National Register

4. CERTIFICATION

I certify to the best of my knowledge that the information provided in this application is complete and accurate.

Project: _____

CLG: _____

Preparer Signature

Date

Preparer Printed Name

Authorized Signature (if different than above)

Date

Authorized Printed Name

SHPO USE

Received _____

Reviewed _____

Signature _____

DDA/Main Street Board
210 STATE STREET CHARLEVOIX , MICHIGAN 1 49720
Charlevoix Main Street DDA
(231) 547-3257 lindseyd@cityofcharlevoix.org

Old Business

TITLE: Update on Historical Sign Content

DATE: May 24, 2021

PRESENTED BY: Denise Fate, Charlevoix Historical Society

BACKGROUND:

Attached is the most recent draft of the signage language for your review.

RECOMMENDATION:

No action needed.

ATTACHMENTS:

▣ Sign Content

History of Indigenous People in the Area

A-mi-ca-sau-be (Chief Louis McSaubu) (ca. 1809-1897)

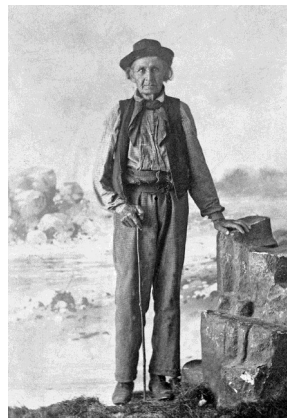
Anishnabek bands and villages had their own *Ogiimaw* (leader/ chief). *A-mi-ca-sau-be* (later called Chief Louis McSaubu) migrated to this area in 1855 to claim a large parcel of land north of present day Charlevoix that stretched far inland from Lake Michigan. As *Ogiimaw* of his "Pine River band," he was an advocate for the rights of his people, traveling to Washington, D.C. to meet with U.S. Presidents. The westernmost portion of his land came to be known as Mt. McSaubu, and has been a popular City of Charlevoix ski and recreational area since 1956.

Founding of Greensky Hill Mission Church (1850s-1860s)

In the mid-1800s, *Showskawageshik* (Peter Greensky) led a movement to establish a church to serve the needs of the Anishnabek and their traditions. Supporters relocated to the Charlevoix area from Old Mission Peninsula, canoeing up Lake Michigan, to this channel known as *Zhiingwaak Ziibiing* (Pine River) and into Pine Lake (Lake Charlevoix). From there they traveled eastward to a sacred Anishnabek meeting place near a lake, later named Susan Lake, where their new Greensky Hill Mission Church was built. Some of the materials were brought by canoe from Traverse City. Peter Greensky was the first preacher of the church, which continues to be an important part of the Anishnabek's spiritual life.

Rights to the Land and the Water

The Odawa insisted that the Washington Treaty of 1836 guarantee them the right to hunt, fish, and gather over land and water ceded by the treaty. They were very skilled at fishing from canoes using nets, spears and hook and line. Use of nets over many centuries enabled them to catch enough fish to feed an entire village.



Chief Ami-ca-sau-be
(submerging beaver)



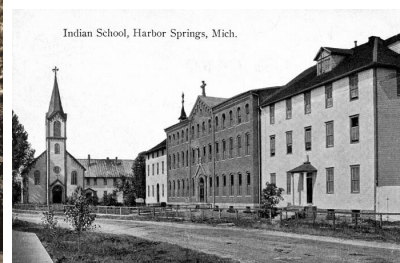
Greensky Hill Mission Church



Sturgeon caught by Indigenous
mother from canoe



Charlevoix's lower "Pine River" channel
meeting Lake Michigan, 1870. Indigenous
canoe and shoreline fishing rafts carrying a
conical wigwam appear at bottom.



Holy Childhood Church and Indian
School, Harbor Springs, Michigan



(Photo courtesy of Raymond Shenoskey)

Raymond Shenoskey's commercial
fishing boat Falcon in Charlevoix's
lower "Pine River" channel

Along the Pine River Channel (1870s)

In navigating Lake *Michigami* (Michigan), the Anishnabek used birch bark canoes for fishing and to transport their families and provisions. They were very light, yet could go fast on calm water and withstand a heavy sea. On land, shelters called *wigwam* were erected, covered with various barks, woven mats or hides. In this image from 1870, believed to be among the earliest taken in Charlevoix, a canoe and conical *wigwam* can be seen. The 900-foot wood refueling dock serviced steam-powered boats that ran between Chicago and Buffalo.

Boarding Schools' Lasting Effects on Anishnabek Families (1890s-1980s)

To accelerate assimilation under federal policy, native children were removed from their homes and placed in boarding schools. Several opened in Michigan in the 1890s. Many local children were sent to school in Mt. Pleasant or Harbor Springs, MI, or out of state. While the experience was positive for some, for many it was devastating. The school system contributed significantly to the loss of native language and culture. Though some useful trades were learned, often they led to low-paying jobs in domestic labor or on farms.

Fishing Rights Legally Restored

In the 1970s-80s, the exercise of Indian fishing rights guaranteed under federal treaties was challenged. Tensions with the State of Michigan and white fishermen led to violence against native fishermen and lawsuits. In a 1979 landmark court case of *U.S. v. Michigan* it was affirmed that the Odawa and Ojibway of Michigan have the right to fish the Great Lakes without State interference. Commercial fishing remains a very important part of the economy of the tribes.

History of Indigenous People in the Region

Origins, ca. 12,000 Years Ago

Indigenous people have been in nearly continuous residence in this region for the last 12,000 years. Although there are various origin stories, it is commonly held that the Odawa and their close kin the Ojibwa and Potawatomi migrated here from the North Atlantic coast. They formed an alliance known as the Three Fires and called themselves the Anishnabek (The Real People).

Life On or Near the Water

The Anishnabek have a deep connection to the environment and interact in harmonious balance with trees, plants, sky, earth and any living species. Of utmost importance is the relationship to water. Especially in the Great Lakes region, water plays a vital role in their culture, beliefs, and economy, and as a food source. For this reason, villages were built near lakeshores or rivers. There was a large village above this site starting over 3,500 years ago. For the Odawa, as expert traders, having vast networks and knowledge of the waterways was a distinct advantage.

Moving with the Seasons and Meeting at Big Rock

The Anishnabek thrived for centuries fishing, hunting, trapping, gathering, growing food and tapping maple trees. In the winter, they would move to southern Michigan to hunt well into the 19th century. When traveling in their canoes along the shores of Lake Michigan they stopped at *Shingabawassin* (Spirit Rocks) to give offerings for safe passage. One of these was four miles to the north of here called *Kitchi-ossining* (Big Rock).



Kitchi-Ossining (Big Rock)



"Sault Ste. Marie" by Paul Kane, 1845

Anishnabek life near the water

Oil on canvas

Courtesy of the Royal Ontario Museum, @ ROM

Impact of the Arrival of the Europeans (starting 1615)

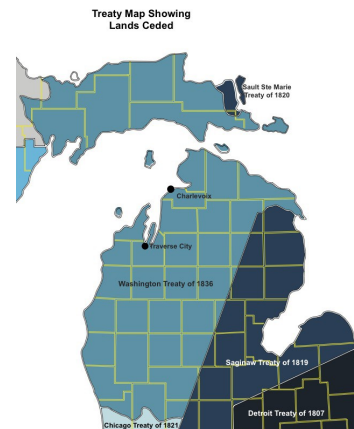
The first Europeans the Odawa encountered were the French in 1615, in Ontario. The course of history in the region was changed from that point on. Tribal populations would decline dramatically due to war, loss of land and foreign diseases. The Odawa had to navigate many turbulent situations, for many generations, to stay in Michigan.

Many Wars Fought to Stay in the Region from 1650-1815

The Odawa were major players in wars, starting with the Iroquois in 1650, and with other tribes who challenged them for resources. They met colonists and settlers in battle in the Great Lakes region, starting during the Revolutionary War era through the War of 1812. The Odawa fought to defend their lands and way of life, and after 1815 had to resort to new means to stay in Michigan.

The Treaty Era 1795-1855: Taking the Land

Anishnabek bands entered into several treaties with the United States between 1795-1855. The key issues were cession of lands, retaining rights to natural resources, creating reservations and compensation for lands ceded. The Washington Treaty of 1836 ceded 14 million acres to the U.S. The Odawa fought against forced removal and assimilation. With the Detroit Treaty of 1855, even though they were able to stay home, their lands were still being taken through fraud, theft and corruption. Despite American settlement and becoming minorities in their own lands, the Anishnabek continue to live in their ancestral homeland throughout northern Michigan.



DDA/Main Street Board
210 STATE STREET CHARLEVOIX , MICHIGAN 1 49720
Charlevoix Main Street DDA
(231) 547-3257 lindseyd@cityofcharlevoix.org

Old Business

TITLE: Live on the Lake Funding Opportunity

DATE: May 24, 2021

PRESENTED BY: Stacy VanDenBrouck, 4TheLocal.com

BACKGROUND:

4TheLocal.com has approached us asking if we would like to be a "charitable cause" that they contribute to in relation to selling memberships. I've attached the proposal. In summary, it is a 50% split of the profits.

We would have a special code created to track the sales that were leads from our website and/or announcements at the concerts and they'd be willing to cut a check every month if that is what we desired.

The Organization and Promotions Committee discussed it on Thursday and were unanimously in support of pursuing this opportunity.

Additional funds that come in will be used for increased promotion of the concerts via social media and other media outlets.

RECOMMENDATION:

Motion to be a fundraising partner for 4TheLocal.com to benefit the Live on the Lake Summer Concert Series.

ATTACHMENTS:

- ▢ 4TheLocal Proposal

BOOSTER PROPOSAL

Live On The Lake



10504 Boyne City Road
Charlevoix, Michigan 49720

Phone: 231-939-9068

E-Mail: Stacy@4TheLocal.com Web: 4TheLocal.com

Raising more funds for your Booster, Safely.

4TheLocal.com is a group of local businesses joining and networking together in the community to offer local residents discounts to encourage “shopping locally”.

In doing so, it helps the local economy and those who have the Digital I.D. save money. Everyone that selects your booster program by entering a special code, we in return will donate 50% of that membership to your booster.

SAFELY & SECURELY:

- 4TheLocal Digital I.Ds are sold online and are on the customers phone.
- No more going door-to-door selling cards & collecting money.
- Online and with a credit card, Eliminating contact for COVID.

DIGITAL I.D DISCOUNT PROGRAM:

- Eliminates the plastic cards. (like school sell for their boosters)
- The Digital ID on their phone will be proof that they are entitled for said discounts.
- Eliminates them misplacing or losing their card.

UNLIMITED LOCATION PARTICIPTION:

- Currently, over 170 businesses are participating in Emmet & Charlevoix counties.
- Expanding to Indian River, Gaylord, and Traverse City.
- Unlimited use at all participating locations in Northern Michigan

CURRENT PARTICIPATING LOCATIONS using the old card:

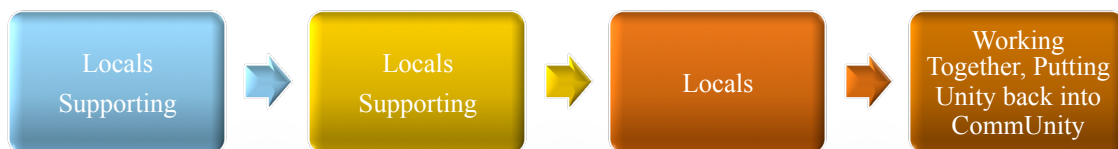
- Limited to approximately 12 businesses, due to card size.

BONUS IDEA: a thought

Lets include a charity in this like “Charlevoix Community Pool”. We set a goal of selling 1000 IDs

And when we hit that goal we donate 10% of what we have sold to Charlevoix Community Pool.

1000 IDS x \$49= \$49,000 less 10% (\$4900)= \$44,100 - split 50/50 (\$22,050)



DDA/Main Street Board
210 STATE STREET CHARLEVOIX , MICHIGAN 1 49720
Charlevoix Main Street DDA
(231) 547-3257 lindseyd@cityofcharlevoix.org

New Business

TITLE: Yiftee Community Gift Cards

DATE: May 24, 2021

PRESENTED BY: Donna Novitsky, CEO - Yiftee

BACKGROUND:

We'd be delighted to work with you to create a Community Card to support your local businesses. Here is a presentation you can share with your team, and the Agreement that we need to move forward. Shoot me an email with any further questions, or I'm happy to set up time for another call/demo for your colleagues. When you're ready, please send back the signed Agreement and whatever you want to name your card and we'll have you started within 24 hrs.

Steps for Rolling Out Your Own Community Card Program

1. **NAME.** Name your card, send Yiftee your card name and the name, address and contact info (email, phone) of the person in charge (likely you!)
2. **AGREEMENT.** Sign the Community Card Agreement and return it to Yiftee. We will then set up your Community Card Portal and send you an email with your account name and temporary password
3. **BRANDING.** You will need the following for set-up (don't sweat this – you can change it anytime)
 - a. Card image, 300x200 pixels, horizontal layout
 - b. Background image, 1170x500 pixels, horizontal layout
 - c. Your logo, 500x500 pixels
4. **SIGN UP MERCHANTS.** Prepare a spreadsheet of merchants who may be participating in the card. See template for info required. You can use the messages in the Overview document attached to announce/explain the program. Yiftee provides a one-pager for merchants explaining the program. If it's easier, you can send us your whole membership to upload and they won't be visible on the card until they run their Activation Cards and opt-in to the program.
5. **SET-UP and ADD LINK.** Either you or Yiftee can set up your Card in your Portal with the above info – it's quick and easy. Add the link to buy a Card to your website and **tell the merchants to do the same.** Make it easy for consumers to find!
6. **PLAN LAUNCH.** Plan a launch event so that you have a deadline to get merchants to run their Activation Cards and kick off the program. This can be as simple as getting a local publication to run a press release for you. Yiftee can provide a template for that.
7. **ACTIVATE MERCHANTS.** Send out the Activation Cards to the participating merchants. You can send them to the merchants directly via email, or to yourself if you want to take them to the shops and get them to run the cards personally. Yiftee will provide a one pager on how to redeem your cards that you can send to the merchants to post for their cashiers.

8. RECRUIT CORPORATE CARD BUYERS. Send out a message to potential corporate buyers of your Cards to jumpstart sales. Yiftee will provide a draft copy for this too.
9. ONGOING MARKETING. This is up to you. We suggest that you create window clings with your Card branding on it and have participating merchants put them in their shops. Other signage near shop registers also helps to build awareness, or small takeaway cards like business cards that people can pick up at key locations. We're happy to brainstorm ideas and provide templates for various programs.
10. CUSTOMER SUPPORT. Refer customers and merchants with questions about cards or redemption to support@yiftee.com and we will be happy to address their issues promptly.

References

Standard eGift purchase pages: <https://link.edgepilot.com/s/252db557/DZGjni6QskSz-8L5H9gQLg?u=https://app.yiftee.com/gift-card/redlands-local-card-redlands>,
<https://link.edgepilot.com/s/78cbb2ff/loCi7ck6fUi4Tx7HEQxArw?u=https://app.yiftee.com/gift-card/madison-chamber-cash>

Simple BOGOs: <https://link.edgepilot.com/s/e72c8c30/qjP8cLcWS0ekIQ2EcnO3oA?u=https://app.yiftee.com/gift-card/downtown-dayton>,
<https://link.edgepilot.com/s/9e6edf16/k1uxkH9RBkS0hI99r1Aeyw?u=https://app.yiftee.com/gift-card/lake-tahoe--south-shore>

Sponsor credit listing on eGift page: https://link.edgepilot.com/s/c899b335/2GBV9_yX5kiKj8A5DsEpkA?u=https://app.yiftee.com/gift-card/downtown-dollars-nashville

Sponsor program (developed locally, not a Yiftee webpage):
<https://link.edgepilot.com/s/95c0083d/wig7ITeG7UiXM5zq8uh1aA?u=https://double-bucks.com/>

Merchant special offers: <https://link.edgepilot.com/s/3585538f/PRWQbXP56UGOCwriCcSYAA?u=https://app.yiftee.com/gift-card/fairfield-community-gift-card>,
https://link.edgepilot.com/s/a3006a04/qJ_OaKz-bES2XiKDljw-CQ?u=https://app.yiftee.com/gift-card/unique-eugene-card-eugene

Video, created by a community to recruit local businesses:
Delaware Small Business Chamber:
<https://link.edgepilot.com/s/a065cb03/reL8APNgXkKWpsuwYmstMg?u=https://player.vimeo.com/video/507191651>

Yiftee testimonial video: <https://link.edgepilot.com/s/0cdfc70b/MepOoB-eqUqIKh1b1AkVTQ?u=https://www.youtube.com/watch?v=QO-G8gxRVDw%26t=6s>

Donna Novitsky
CEO

Yiftee - Keep Local Dollars Local

M: 650.533.0938

GOALS:

Develop a sustainable downtown that provides year round economic opportunities to the greater commun

RECOMMENDATION:

Motion to sign the Yiftee Community Card Agreement document and direct the Organization and Promotions Committee to work with Director Dotson on necessary steps to launch a digital Downtown Dollars program.

ATTACHMENTS:

- ▢ Yiftee Presentation
- ▢ Example Press Release
- ▢ Yiftee Agreement



Community Cards

Pandemic recovery and beyond!

Small Businesses Need Help

Small businesses = 99% of US businesses, 60M US jobs

½ of the private sector workforce

Hard hit by pandemic

160k-300k closed April – Sept 2020 (srcs: Yelp, Univ CA Santa Cruz)

As many as 1 in 5 closed by YE 2020 (src: National Federation of Independent Businesses)

Recovery will take time

It took 6 yrs. to recover from 2008-09 recession (src: McKinsey and Co.)

Trend: Enlisting communities in the recovery
Via public-private partnerships

A Community Card Is...

A digital gift card that unites business, consumers and local merchants

How it works

- Multi-use paper or digital gift card, lives on your phone, any value >\$5
- Works at any number of different merchants in a community
- Merchants opt-in to the program at no cost
- Consumers give them as gifts to family and friends via email or text
- Businesses give them as employee rewards, marketing programs, survey incentives, contests, customer appreciation/recovery, etc.
- Cards do not expire. Yiftee provides customer support and security

“Gives back” to local communities



Community Card Buyers

Employee Rewards,
Customer Appreciation



Consumer Deals,
Offers, Loyalty



Gifting



Fund Raising
Schools, Non-profits



Bulk Purchase



Available to companies & individuals via web page, web links, enterprise app, Facebook



Gift Card

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[FAQ](#)

[ACTIVITIES + SPORTS](#)

[NEWS](#)



Welcome to Pleasantville.

Join us for the annual Pleasantville Pig Out on May 31st and June 1st.

UPCOMING EVENTS

Sponsorships Support Local Businesses

Local employers, city, state & federal funding, professionals, community groups and others can give gifts and/or sponsor a bonus gift program.

Impact to local business is multiplied by consumers purchasing cards.

eDelivery fee discounts available for bulk purchases.

Bonus Gifts

GET BONUS \$\$\$

Buy \$25 or more, get a \$10 bonus gift
Buy \$50 or more, get a \$20 bonus gift
Buy \$100 or more, get a \$40 bonus gift

Limit 4/ purchaser
While supplies last

GO LOCAL TO SAVE OUR BUSINESSES!

Purchase the GO Local Tahoe Card and use it at all your favorite retailers and restaurants to support them during these tough times. There is truly something for everyone and every dollar spent helps keep our community thriving. Check back daily for new businesses to support!

GO SHOP GO EAT GO LOCAL

SHOP • EAT • PLAY

TAHOE CHAMBER

SOUTH LAKE TAHOE

Choose an eGift Card Amount

\$10	\$25	\$50	\$100
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Buy eGift Card(s)

Sponsor-funded eDelivery fee

Recognizing Community Sponsors

Sponsor
Recognition

[How It Works](#)

[Where Can I Use It?](#)



[Check Balance](#)

[For Businesses](#)

LEAD SPONSORS

505

AllianceBernstein

AT&T

First Horizon Bank

Giarratana LLC

MP&F Strategic Communications

Nashville Predators

Pinnacle Financial Partners

ASSOCIATE SPONSORS

Barge Design Solutions

Broadway Entertainment

CapStar Bank

FirstBank

Freeman Webb Companies

Gresham, Smith and Partners

GSRM Law

Hall Strategies

Highwoods Properties

Regions Bank

Robin Realty Company, LLC

SP Plus

Waller

Digitally Send a Downtown Nashville Gift Card Downtown Dollars

Downtown Dollars can be spent at many of your favorite retailers, restaurants, services and entertainment destinations in downtown Nashville. Use the Downtown Dollars e-gift card at all participating locations in the heart of the city — downtown Nashville has it all!



Choose an eGift Card Amount

\$25

\$50

\$100

CUSTOM

Sponsors may cover eDelivery fees, bonus gifts, gift purchases, marketing costs, etc.

Recognized on eGift page, PR, social media, website, etc.

Bonus Offers Sweeten the Pot (Optional)

Participating merchants can make Bonus Offers for people to use their Cards in their stores. This attracts people to buy the cards for self-use.



How it Works

Select the value of your gift card. Choose your recipient(s) (family, friends, team members) and send via email or text message. The recipient can use that value to make purchases at any participating Dutch Country Farmer's Market retailer.

Special Offers with your Card

[See Printable List](#)



BECCA'S BAKERY

19 Commerce Street Flemington, New Jersey 08822

2 COOKIES WITH \$10+ PURCHASE

[Details](#)



BEILERS CHEESE & PICKLES

19 Commerce Street Flemington, New Jersey 08822

2 PICKLES WITH \$10+ PURCHASE

[Details](#)



DUTCH COUNTRY PRODUCE

19 Commerce Street Flemington, New Jersey 08822

2 APPLES WITH \$10+ PURCHASE

[Details](#)



ESH'S SEAFOOD & SALADS

19 Commerce Street Flemington, New Jersey 08822

1 HOMEMADE COCKTAIL SAUCE WITH \$10+ PURCHASE

[Details](#)



LANC...

19 Commerce...

2 PIE...

WIT

Redeeming Your eGift Community Cards

Multi-use, unique-to-this-gift digital MasterCard, redeemable only at participating merchants

MasterCard validates transaction

Any merchant that takes MasterCard can participate. Key in codes to redeem (like a phone order)

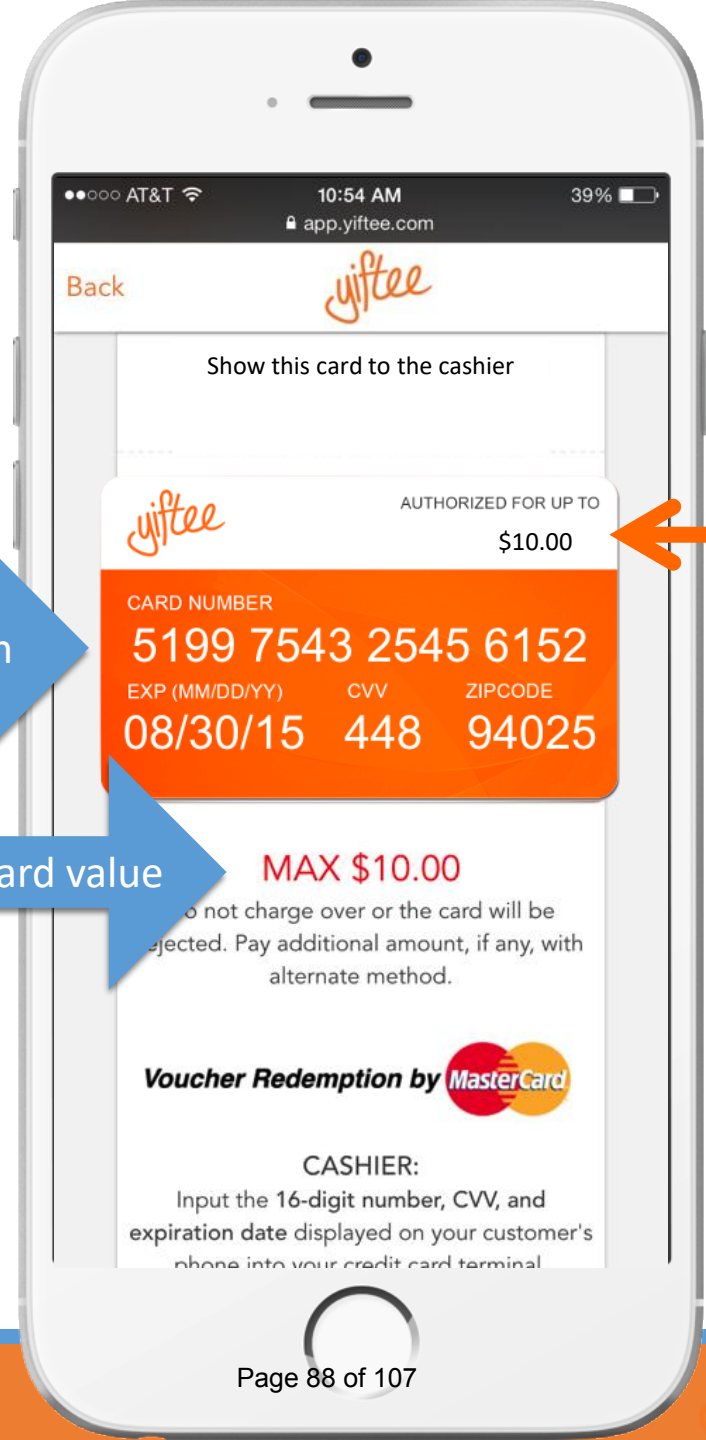
Do not exceed card value

Reconciled by normal MC bank. CNP interchange fees apply on redemption

No App required on phone to redeem, Yiftee sends monthly reminders. Gifts can be printed

eGift Card DEMO

Text the word "smitten" to: (855) 890-2028



Refreshes to
current balance

Simple to Deploy: No external hardware, terminals or integration

Buyer

Buys online eGC at face value of card



Takes payment, holds payment in escrow

Recipient

Uses eGC at Merchant



Customer presents digital or printed voucher in store, Merchant processes as CNP transaction

Merchant

Process eGC as any other MC transaction



MasterCard pays Merchant, Yiftee pays MasterCard

Normal funds settlement for merchants; no funds transfer or liability for organizer;
no fraud risk for merchants or organizer

How to Get Your Own Community Card

Custom branded to your community

- 1) Secure interest from residents, companies, realtors, schools, non-profits, etc. to use for gifting, fund raising, visitors, customer appreciation, employee rewards, etc.
- 2) Secure interest from merchants to participate – no cost other than credit card (CNP) processing fees paid on redemption
- 3) Yiftee will set up account then you upload list of participating merchants. They simply run “Activation card” which is a \$0.10 Mastercard on their PoS to opt-in
- 4) Cost summary: \$1+5% of gift value "eDelivery fee" paid by gift sender at time of purchase. Periodic reminders to use will be sent when possible to gift recipient. Subject to local laws, Yiftee may apply inactivity fees after 12 months of no redemption activity. Gifts do not expire unless sent by a business as a promotion or award in which case an expiration date up to a year from time of issuance may be applied. If gifts expire, Yiftee retains 10% of gift value and the remaining balance is rebated to sender.



Optional: secure interest from sponsors to fund marketing programs

Summary:

Community Cards Strengthen Communities

Simple to deploy, no hardware or integration, zero fraud risk

- Anyone that takes Mastercard can participate
- No backoffice administration needed
- Always available to consumers on their phones or printed

Large employers and organizations jumpstart gift sales

- Employee rewards, holiday gifts, welcome gifts, surveys, marketing, wellness...
- Fund raising campaigns with specific merchants who offer discounts
- Bulk card purchases made easy

No set-up costs, no monthly costs, \$1+5% eDelivery fee per card

You can get “sponsors” for the card like a local bank to cover eDelivery fee, Buy-One-Get-One bonus gifts, marketing costs and/or charitable contributions

Who is Yiftee?

What we do: Community eGift cards and promotions bringing new revenue to small businesses in cities, towns, downtowns and main streets. Employers, professionals and consumers buy them to keep local dollars local.

Customers: 250+ communities, 12,000 merchants. Key partnerships with Mastercard, city gvmts, chambers of commerce, downtowns, main streets.



Business model: Service is free to organizers and merchants. Yiftee is paid by card buyers who purchase cards to support their local businesses.

Launch date: December 2012

Location: Menlo Park, CA, customers nationwide

Services: Community cards, eGift cards, digital promotions, payment processing, security and end user customer and merchant support.

Case Studies

"Yiftee is the best thing we've experienced!"
- Alexis@Bedrock Development, Detroit



Com- munity	Launch Date	\$ Sold	# Merchants	# Cards (as of 3/29/21)
Detroit, MI Pop: 673k	11/2017	\$2.97M	100	33,300



Dayton, OH Pop: 141k	12/2020	\$97k	71	3,500
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North Bay Village, FL Pop: 8k	11/2020	\$79k	10	800
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Thank You!

Donna Novitsky, Yiftee CEO

donna@yiftee.com

Appendix: Merchant FAQ's

Q: Is there a deadline to participate?

A: We are planning a launch on ??? to introduce the Card to the community. Sign up before then so that you are a part of the launch program and get this incremental business.

Q: How do I process the eGift Card?

A: Process it as a credit card (not debit or gift card) and key in the transaction like a phone order. Mastercard will validate. Do not go over the value of the card or the transaction will be declined. If this happens, start over and charge equal or less than the card value.

Q: What if the purchase is for more than the eGift Card value?

A: Run the eGift Card for the remaining balance on the card, and ask the customer for a different form of payment to cover the rest of the transaction.

Q: What do I do if the eGift Card is 'declined'?

A: The transaction is declined if you try to redeem more than the value of the card, or if any of the redemption information is mis-typed. Start the transaction over with the correct value and info.

Q: Does the eGift Card function as a 'pre-paid' credit card regarding automatic tipping hold-backs?

A: No. It can be redeemed for the full value. We do not recommend allowing tipping on the card because it is a prepaid card.

Q: Since the eGift Card is like a Mastercard, can it be redeemed anywhere?

A: No. They can only be redeemed at participating locations.

Q: Is there a fee to purchase the eGift Card?

A: The gift sender pays \$1.00 plus 5% of the gift value. The gift recipient gets 100% of the gift value. The store is paid the full value of the card, less their normal card-not-present Mastercard fee.

Q: Can the eGift Card be used more than once?

A: Yes. They are multi-use and the current balance and expiration date are always reflected on the digital voucher. Recipients receive monthly reminders to redeem.

Q: Can I apply a refund to the eGift Card?

A: Yes. Refunds can be applied to a valid (unexpired) card just as you would to a credit card.





Company Contact:
Donna Novitsky, CEO, Yiftee.com
donna@yiftee.com 650-533-0938

Local Community Gift Card Program Shows up to 8X ROI on Federal Funds Invested to Help Small Businesses in Pandemic Recovery

Data shows Buy-One-Get-One program delivers 2X return in 1 month, 4X in 3 months, up to 8X over time in revenue going exclusively to local businesses, with lasting increases in sales for main streets and downtowns

MENLO PARK, California, May 11, 2021 (SEND2PRESS NEWSWIRE) – As communities strive to help their local businesses weather the pandemic storm, Yiftee has grown to more than 270 Community eGift Cards across the United States and executed 74 “Buy-One-Get-One” programs. These programs enlist entire communities in purchasing eGift Cards that can only be spent at local businesses, where the card buyers also receive free bonus gifts for their own use. Yiftee and Whatcom County, WA teamed up to measure the revenue impact of their [program for small businesses in Whatcom County](#). Between money spent on community card purchases, bonus cards funded by the CARES Act, and overspend on the gift cards and bonus cards, the analysis found that the bonus program investment was returned by 2X in its first month, 4X after 3 months and could return up to 8X over the next year when the majority of the purchased cards have been redeemed.

Data shows more than 30% is typically spent over the card value

Derek Long, Executive Director of Sustainable Connections in Bellingham, WA, who worked with Whatcom County government to fund the bonus cards and marketing to support it said, “The card buyer survey showed that on average, people spend 34% more than the purchased cards and 31% more than the bonus cards. We returned 2X our bonus card investment in the first month, and now we are at 4X with potential to double that as more cards are redeemed over the next year or so.” Sandy Ward, President and CEO of Bellingham Whatcom County Tourism added, “The Whatcom County community has really rallied to help our small businesses and we are thrilled with the results. The bonus funds sold out quickly in December, and people have continued to purchase the Whatcom County Think Local First cards, with thousands more purchased after the bonus ran out.” Besides the CARES Act in Q4 2020, Yiftee is seeing funds for similar programs coming from corporate sponsors, tourism offices, city and county governments, and most recently federal funds from the American Recovery Plan all helping small businesses come back.

More than half of card holders tried out new shops or restaurants

Yiftee and Bellingham Whatcom County Tourism jointly sponsored the survey and were pleased that the extensive card buyer survey, conducted by the Claremont Consulting Group Inc.*, also found that 51% of card buyers tried new shops or restaurants with their Community eGift Cards, and cardholders liked being able to use them at multiple places around town. The bonus program drew attention to the new Whatcom County program, launched in

November 2020, with 50% of people saying they would be significantly more likely to purchase a \$50 card if they got a \$10 bonus.

“Shopping local has always been popular but now it’s essential, and Community Cards are a simple way for consumers, companies and local governments to keep their local dollars local,” said Donna Novitsky, Yiftee CEO and co-founder. An incredible 92% of card buyers surveyed said they prefer to support their local business with a Community Card vs buying national brand gift cards.

Ann Marie Cooper, Owner of Good Earth Pottery in Bellingham, WA commented, “The gift card program definitely brought extra/new traffic to our shop. Several customers told me so. I know some local folks sent these gift cards to friends and family out of town, to bring their business to us/Whatcom County. The incentive program (bonus spending money) was big motivation for people to purchase the Think Local First Gift Cards... I am very thankful for the program.”

About Yiftee, *Keep Local Dollars Local*

[Yiftee](#) serves more than 270 communities and 10,000 local businesses with simple, secure, PoS-independent eGift Cards that keep local dollars local - more than \$13M in pandemic year 2020. The company works with Chambers of Commerce, Downtowns, Main Streets, Business Improvement Districts, city governments and other local organizations to create "Community Cards," branded for the community and redeemable at 10s to 100s of local businesses. Organizations and individuals purchase them online and send them via email, text or print to friends, family and co-workers to support their local businesses. There is no cost to the organizers or merchants for the program and it can be set up in just a few days. Yiftee also provides custom-branded cards for individual merchants, franchises, and chains. More info at [Yiftee.com](#), email: sales@yiftee.com, Twitter: @Yiftee, Facebook: facebook.com/yiftee/.

* Claremont Consulting Group Inc. study included 197 survey responses for purchases made November 2020-March 2021



The Whatcom County, WA Think Local First gift card promotion held in Nov/Dec 2020 multiplied federal government funds with consumer purchases that exclusively support local shops and restaurants in the area as they come back from closures due to COVID.

Community Card Customer Agreement

THIS AGREEMENT (the “Agreement”) is made effective as of _____, 2021 (the “Effective Date”) by and between Yiftee Inc., a Delaware corporation, with an address at 325 Sharon Park Drive #215, Menlo Park, CA 94025 (“Yiftee”) and _____ with an address at _____ (“Customer”). The parties agree as follows:

1. Definitions.

1.1 “Merchant” means a merchant, prospect or other contact that may be using or desire to use Yiftee Services to redeem eGifts.

1.2 “Participant” means a Merchant who has opted to participate in a Community Card by running an Activation Card and agreeing to the Merchant Agreement.

1.3 “Yiftee Services” means Yiftee’s gift-giving platform. It is the technology foundation for Community Cards.

1.4 “Purchaser” means a person or entity that purchases or redeems eGifts.

1.5 “eGift” means a digital virtual gift voucher used as payment for goods or services at a Participant.

1.6 “Offer” or “Offers” mean specific benefits that Participants provide to consumers who use their Community Cards in their store, as determined by the Participants and posted on their eGift Card web page.

2. Merchant Enrollment.

2.1 Merchant Enrollment Obligations

(a) Customer will collect a set of Merchants who have elected to participate in the Yiftee Services. Merchants must all be located in the same state in the USA, due to varying gift card laws by state. Each Merchant must agree to the Yiftee Merchant Agreement located on the Yiftee.com website. Merchants who have not agreed to the Merchant Agreement will not be able to utilize the Yiftee Services to redeem eGifts. Customer will upload into the Yiftee Services or provide the names of the Merchants who intend to participate to Yiftee. Upon the agreed upon launch date, the billing for the Yiftee Services will begin (“Commencement Date”). This billing will include the agreed-upon cost for each Participant or group thereof as defined in Appendix A.

(b) Yiftee will provide to Customer or directly to Merchants, upon receipt of the set of Merchant names in 2.1a, a set of unique Activation Cards to be run by each Merchant. Customer will inform Merchants of their individual Activation Card and provide instructions on its use. Additionally, Customer will inform Merchants that running the Activation Card implies consent to the Merchant Agreement located on the Yiftee.com website.

(c) As Merchants run the Activation Cards, they will be included in the set of Merchants enabled to participate in the Yiftee Services, i.e. the Participants. Participant may also post their Offers to be available for eGift Card holders who redeem gifts in their stores.

(d) Yiftee will bill Customer or Merchants as described in Appendix A. Customer can add or remove Participants and fees will be adjusted accordingly, if applicable. There will be no retroactive adjustments allowed by Yiftee (that is, a cancelled Participant's billing obligation will result in that Participant's cost to Customer, as defined in Appendix A, to be eliminated beginning only on the next annual billing cycle). A Participant may be added to the list of Participants at any time ("Enrollment Time"), with billing adjustment for said Participant to begin immediately and to be included in the current month's billing.

(e) Each party shall comply with good, ethical and moral business practices and all applicable laws and regulations in engaging in any activities here under.

(f) Fees and payment terms applicable to the subject matter here under shall be as set forth in Appendix A. Customer is not entitled to compensation other than what is described in Appendix A.

(g) Customer is responsible and liable for any disputes or liability arising out of its relationships with Merchants and Participants, except with respect to any liability of Yiftee under this agreement.

2.2 Yiftee Materials.

Yiftee may provide Customer with certain materials for use in conjunction with promoting the Yiftee Services here under ("Yiftee Materials"). No rights or licenses, express or implied, are granted in those Yiftee Materials or otherwise, except as expressly and unambiguously set forth in this Agreement.

2.3 Limited Licenses.

Subject to the terms and conditions of this Agreement, Yiftee hereby grants to Customer, a non-exclusive, non-transferable, non-assignable, non-sublicensable right and license to access and use the Yiftee Services and Yiftee Materials solely for the purposes of Customer's performance of this Agreement.

2.4 Trademark License.

Subject to the terms and conditions of this Agreement, Yiftee hereby grants Customer and Customer hereby grants Yiftee a non-exclusive, non-transferable, non-assignable, non-sublicensable, royalty-free license to use Yiftee's or Customer's name, trade names, trademarks, service marks, and logos (collectively, a party's "Marks") solely in connection with Customer's and Yiftee's promotion and marketing of the Yiftee Services, subject to written usage guidelines, if any, made mutually available.

3. Ownership. As between the parties, Yiftee owns all right, title and interest in and to the Yiftee Services, Yiftee's Marks and the Yiftee Materials. Customer owns all right, title and interest in and to Customer's Marks.

4. Warranties Disclaimer. YIFTEE AND ITS LICENSORS MAKE NO WARRANTIES TO CUSTOMER, EXPRESS OR IMPLIED, AND SPECIFICALLY DISCLAIM ALL IMPLIED WARRANTIES OF MERCHANTABILITY, NONINFRINGEMENT, AND FITNESS FOR A PARTICULAR PURPOSE, AND ALL WARRANTIES ARISING OUT OF USAGE OR TRADE, COURSE OF DEALING AND COURSE OF PERFORMANCE.

5. Liability Limitation. EXCEPT FOR LIABILITY ARISING UNDER SECTION 7, NEITHER PARTY (NOR ITS LICENSORS) WILL BE LIABLE OR OBLIGATED WITH RESPECT TO ANY SUBJECT MATTER OF THIS AGREEMENT OR UNDER ANY CONTRACT, TORT, STRICT LIABILITY OR OTHER LEGAL OR EQUITABLE THEORY, WHETHER OR NOT ADVISED OF THE POSSIBILITY OF SUCH DAMAGES WHATSOEVER, FOR ANY SPECIAL, INDIRECT, INCIDENTAL, EXEMPLARY, PUNITIVE, RELIANCE OR CONSEQUENTIAL DAMAGES, INCLUDING LOSS OF PROFITS, REVENUE, DATA OR USE AND IN NO EVENT SHALL EITHER PARTY'S

LIABILITY EXCEED THE GREATER OF \$500 OR THE AMOUNTS PAID AND/OR PAYABLE BY YIFTEE TO CUSTOMER (AND/OR BY CUSTOMER TO YIFTEE, IF PAYMENTS ARE PAYABLE BY CUSTOMER TO YIFTEE IN ACCORDANCE WITH PROPOSAL) HEREUNDER IN THE TWELVE (12) MONTH PERIOD PRECEDING THE APPLICABLE CLAIM.

6. Term and Termination.

6.1 Term. This Agreement shall be effective as of the Effective Date and shall continue in full force on an annual period from the Effective Date, and thereafter shall automatically renew annually, unless and until either party terminates this Agreement pursuant to Section 6.2.

6.2 Termination.

(a) Either party may, at its option, terminate this Agreement upon thirty (30) days written notice to the other party for any reason or for no reason whatsoever.

(b) Either party may terminate this Agreement if the other party materially breaches a term of this Agreement and fails to cure such breach within fifteen (15) days after receipt of written notice of such breach from the non-breaching party.

(c) Participants are obligated to honor all outstanding eGifts issued by Yiftee for the entire duration of those eGift's validity periods. Termination does not relieve Participants from honoring conditions outlined in the Merchant Agreement.

6.3 Effect of Termination. Upon any termination: (a) Customer shall immediately cease all promotion of the Yiftee Services and shall immediately return to Yiftee, or at the option of Yiftee, destroy, all Confidential Information (as defined below) of Yiftee disclosed to Customer, Yiftee Materials, and any Yiftee Services, hardware and software provided to Customer here under, (b) Yiftee shall immediately return to Customer, or at the option of Customer, destroy, all Confidential Information of Customer disclosed to Yiftee here under, and (c) all licenses granted under this Agreement shall immediately cease. The following Sections shall survive termination and remain in effect 1, 3, 4, 5, 6.3, 7 and 8. Any termination of this Agreement shall be without prejudice to any other rights or remedies available under this Agreement or at law.

7. Confidentiality. Because of this Agreement, the parties may have access to information that is confidential to the disclosing party ("Confidential Information"). Confidential Information shall include, without limitation, Purchaser lists and information relating to the parties' products and pricing and all information designated as confidential by the disclosing party at the time of disclosure. A party's Confidential Information shall not include any information which (i) becomes generally publicly available through no wrongful act or omission of the receiving party; (ii) is lawfully acquired by the receiving party from a third party without any breach of a confidentiality obligation; or (iii) is independently developed without use of or reference to the disclosing party's Confidential Information. Each party agrees to maintain the confidentiality of the other party's Confidential Information using the same degree of care that it uses with regard to its confidential information of like nature, but in no event less than reasonable care, and to protect as a trade secret any portion of the other party's Confidential Information by preventing any unauthorized copying, use, distribution, installation or transfer of possession of such information. If required by law, the receiving party may disclose Confidential Information of the disclosing party, but will give adequate prior notice of such disclosure to the disclosing party to permit the disclosing party to intervene and to request protective orders or other confidential treatment therefor. The parties acknowledge that money damages will not be an adequate

remedy if this Section 7 is breached and, therefore, either party may, in addition to any other legal or equitable remedies, seek an injunction or other equitable relief against such breach or threatened breach without the necessity of posting any bond or surety.

8. Non-solicitation

During the term of this Agreement, neither party will (on behalf of itself or any other person or entity) solicit any Purchaser or Merchant of the other party to restrict, limit, or terminate such Purchaser's or Merchant's participation in the other party's products and services.

9. Miscellaneous

9.1 Choice of Law. This Agreement shall be governed by and construed in accordance with the laws of the State of California, without regard to the provisions of the conflict of laws thereof. The parties will resolve any disputes in the state or federal courts located in Santa Clara County, California, to whose exclusive jurisdiction and venue they irrevocably submit. Notwithstanding anything to the contrary, either party may pursue injunctive or other equitable relief in any court of competent jurisdiction.

9.2 Notices. Any notice or other communication required or permitted in this Agreement shall be in writing and shall be deemed to have been duly given on the day of service if served personally or by facsimile transmission with confirmation, or three (3) days after mailing if mailed by First Class mail, registered or certified, postage prepaid, and addressed to the respective parties at the addresses set forth above, or at such other addresses as may be specified by either party pursuant to the terms and provisions of this section.

9.3 Assignment. Customer may not assign or otherwise transfer, without the prior written consent of Yiftee, its rights, duties or obligations under this Agreement to any person or entity, in whole or in part. Yiftee may freely assign or otherwise transfer this Agreement in connection with the sale of all or substantially all of its business or assets. This Agreement shall be binding upon and inure to the benefit of the parties hereto and their respective successors and permitted assigns.

9.4 Severability. Any provision of this Agreement that is determined to be unenforceable or unlawful shall not affect the remainder of the Agreement and shall be severable therefrom, and the unenforceable or unlawful provision shall be limited or eliminated to the minimum extent necessary to that this Agreement shall otherwise remain in full force and effect and enforceable.

9.5 Entire Agreement. This Agreement constitutes the entire agreement between the parties and supersedes any and all prior agreements between them, whether written or oral, with respect to the subject matter hereof, and may not be amended, modified or provision hereof waived, except in a writing signed by the parties hereto. No waiver by either party, whether express or implied, of any provision of this Agreement, or of any breach thereof, shall constitute a continuing waiver of such provision or a breach or waiver of any other provision of this Agreement.

IN WITNESS WHEREOF, the parties have executed this Agreement as of the Effective Date.

Customer (Print):

YIFTEE, INC.

By:

By:

Name, Title:

Name, Title: Donna Novitsky, Yiftee CEO

Community Card Customer Agreement

APPENDIX A

Pricing

Customer and Participants are not required to pay Yiftee a subscription fee or a revenue share. Yiftee does not take a percentage of the cards that are redeemed in the Participants' stores.

Charges:

Purchasers pay the face value of the card plus a \$1+5% of the eGift Card value eDelivery fee at the time of purchase. Bulk purchases of one thousand dollars (\$1000) or more, and enterprise accounts may qualify for a reduced eDelivery fee by depositing funds into their Yiftee eGifting accounts by check or ACH and disabling credit cards.

Participants pay Mastercard processing fees for a card-not-present (CNP) transaction upon redemption. Yiftee does not control these fees, they are set by the Merchant Acquirer who is their credit card processor.

Subject to applicable laws, Yiftee will implement a monthly maintenance fee on eGift Cards that have been inactive (i.e. no spending on the Card) for periods of greater than 12 months. This will be made clear to cardholders on the face of the eGift Card when implemented, as is required by law.

Yiftee eGift Cards do not generally expire. Subject to applicable laws, in some cases eGift Cards given by corporations or merchants as promotions, rewards and awards may have expiration dates. In the case of eGift Cards expiring, Yiftee retains 10% of the original eGift Card value not to exceed the remaining unspent funds and refunds the balance to the purchaser's Yiftee eGift Card account. eDelivery fees are not refunded.

Participants may choose, at their discretion, to post Offers to encourage Purchasers to use their Community Cards in their stores.

Participants may choose, at their discretion, to offer rebates as fund raisers to local groups such as schools, churches and other non-profits. Such programs are an incentive for the local groups to sell Community Cards to their members, and for the Purchasers to use them in specific stores who are offering rebates. Yiftee will work with the Participants and Purchasers to execute such programs.

No tipping is allowed on Yiftee eGift Cards.

DDA/Main Street Board
210 STATE STREET CHARLEVOIX , MICHIGAN 1 49720
Charlevoix Main Street DDA
(231) 547-3257 lindseyd@cityofcharlevoix.org

New Business

TITLE: Virtual Community Town Hall

DATE: May 24, 2021

PRESENTED BY: Jay Schlinsog, Downtown Professionals Network

BACKGROUND:

Downtown Professionals Network will facilitate sharing results of the Futures survey and engage participants to gather feedback on aspects of downtown Charlevoix's future.

RECOMMENDATION:

No action required.

ATTACHMENTS:

- ▢ Survey Results Summary



At a Glance

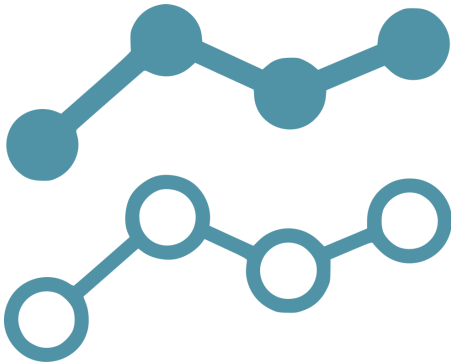
2021 DOWNTOWN FUTURES SURVEY RESULTS

1,033
Survey Sample

Full-time Charlevoix city resident	27.7%
Part-time/seasonal city resident	21.2%
Full-time area resident (within 20 miles)	27.7%
Part-time/seasonal area resident	10.1%
Live 20+ miles from Charlevoix	13.4%

72%
Female

17%
Work Downtown



44%

Described pre-COVID trends in
Downtown Charlevoix as,
"Improving or making progress."

TRENDS

Describe pre-COVID-19 trends in Downtown:

Improving or making progress	44.3%
Steady or holding its own	44.0%
Declining or losing ground	11.8%

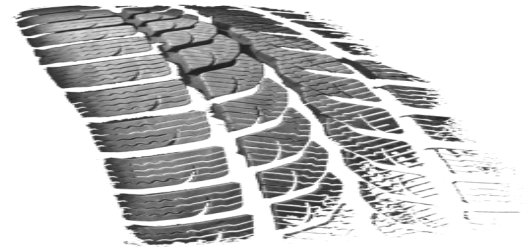
Opportunities Ahead

Eating and Drinking Establishments

Top 4 prospects for expansion and recruitment as selected by more than 800 respondents to the 2021 Downtown Charlevoix Futures Survey.

Italian Restaurant	Ethnic Restaurant	Mediterranean	Coffee Shop
Top Pick: 25.3%	Top Pick: 24.7%	Top Pick: 17.0%	Top Pick: 16.0%
Top Three: 54.4%	Top Three: 54.7%	Top Three: 50.3%	Top Three: 51.0%
Top Features:	Top Features:	Top Features:	Top Features:
Spaghetti/Pasta dishes	Thai/Chinese cuisine	Outdoor seating	Fresh brewed drinks
Outdoor seating	Outdoor dining	Premade and take-out	Fresh baked goods
Full-service bar	Indian cuisine	Feta	Outdoor seating
Relaxed bistro setting	Middle Eastern cuisine	Tahini	Homey atmosphere
Open for lunch	Mexican cuisine	Cocktails/Mixed drinks	Soups and sandwiches
Survey Demo: Age	Survey Demo: Age	Survey Demo: Age	Survey Demo: Age
25 to 44: 19%	25 to 44: 25%	25 to 44: 26%	25 to 44: 27%
45 to 64: 44%	45 to 64: 48%	45 to 64: 54%	45 to 64: 44%
Survey Demo: HH \$\$	Survey Demo: HH \$\$	Survey Demo: HH \$\$	Survey Demo: HH \$\$
\$50K to \$100K: 25%	\$50K to \$100K: 37%	\$50K to \$100K: 33%	\$50K to \$100K: 33%
\$100K+: 64%	\$100K+: 52%	\$100K+: 54%	\$100K+: 53%

Potential Market Traction Eating and Drinking Places



Question:

How likely would you be to visit the following types of expanded or new Downtown Charlevoix establishments on a consistent basis?

Eating, Drinking and Entertainment	Avg. Weight
1. Italian Restaurant or Bistro	4.11
2. Ethnic Restaurant	4.02
3. Mediterranean Restaurant	4.00
4. Coffee Shop	3.80
5. Family Fun Café	2.88

Weighted Average Ranking:

- 1 = Definitely would not
5 = Definitely would

Opportunities Ahead

Retail Establishments

Top 4 prospects for expansion and recruitment as selected by more than 800 respondents to the 2021 Downtown Charlevoix Futures Survey.

Shoe Store	Arts/Hobbies	Books/Games	Sports/Fitness
Top Pick: 23.3%	Top Pick: 20.9%	Top Pick: 19.5%	Top Pick: 17.6%
Top Three: 53.4%	Top Three: 48.2%	Top Three: 48.1%	Top Three: 43.1%
Top Features:	Top Features:	Top Features:	Top Features:
Women's casual	Crafts and supplies	New books	Running gear
Women's athletic	Craft/Hobby classes	Educational toys	Bikes and accessories
Men's casual	Home décor items	Card & board games	Athletic equipment
Women's dress	Artist supplies	Outdoor games	Bike repair services
Men's athletic	Sewing/Needlework	Cards and gifts	Health/Fitness classes
Survey Demo: Age	Survey Demo: Age	Survey Demo: Age	Survey Demo: Age
25 to 44: 18%	25 to 44: 23%	25 to 44: 36%	25 to 44: 29%
45 to 64: 43%	45 to 64: 51%	45 to 64: 35%	45 to 64: 54%
Survey Demo: HH \$\$	Survey Demo: HH \$\$	Survey Demo: HH \$\$	Survey Demo: HH \$\$
\$50K to \$100K: 32%	\$50K to \$100K: 44%	\$50K to \$100K: 35%	\$50K to \$100K: 24%
\$100K+: 55%	\$100K+: 42%	\$100K+: 51%	\$100K+: 68%

Potential Market Traction

Retail Establishments



Question:

How likely would you be to visit the following types of expanded or new Downtown Charlevoix establishments on a consistent basis?

Eating, Drinking and Entertainment	Avg. Weight
1. Shoe store	3.94
2. Books, Toys and Games Store	3.85
3. Sporting Goods/Fitness/Bike Shop	3.80
4. Arts, Crafts and Hobbies Shop	3.70
5. Pet Emporium	3.01
6. Jewelry Store	2.83

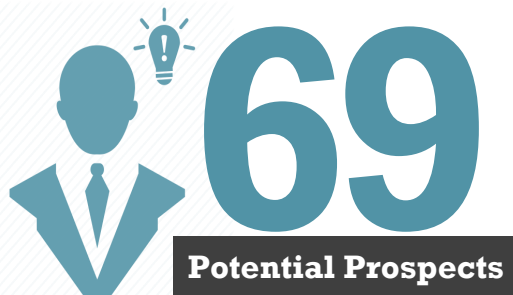
Weighted Average Ranking:

1 = Definitely would not

5 = Definitely would

Are you a prospect?

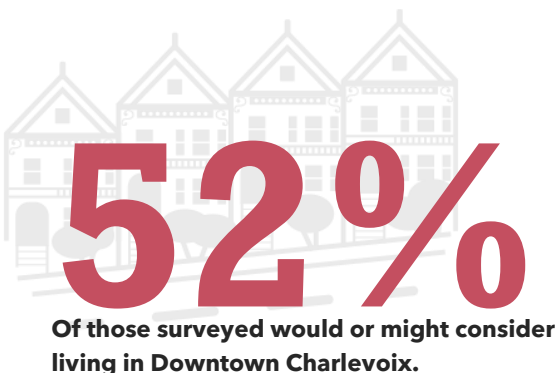
Are you interested in moving your business to, or opening a new business in, Downtown Charlevoix?



Q: Are you interested in moving your business to, or opening a new business in, Downtown Charlevoix?

Interested in moving a business to Downtown	22
Interested in opening a new business in Downtown	47

9.1% of Responding Survey Sample



Q: What style of housing in Downtown Charlevoix would you look for or consider?

Preferred housing styles:

2 BR Condo	55%
2 BR Townhome	54%
2 BR Apartment	28%
Loft	21%
Senior Housing	10%

Q: What is the monthly rent or mortgage amount you would be willing and able to pay?

Mortgage or rent payment:

Less than \$1,000	23%
\$1,000 to \$1,199	22%
\$1,200 to \$1,399	20%
\$1,400 to \$1,999	26%
\$2,400 or more	10%



At a Glance

2021 DOWNTOWN FUTURES SURVEY RESULTS

Visual Preferences

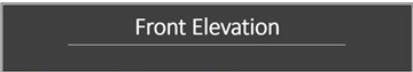
Based on input collected from more than 1,000 participants responding to the 2021 Downtown Charlevoix Futures Survey to help guide future directions for our downtown.

Downtown Housing

The look and feel would be right for Downtown Charlevoix in terms of style, size and scale.
Rating Scale: -5 (Strongly Disagree) to 5 (Strongly Agree).



1.74
Average Score



Front Elevation



-0.83
Average Score



-0.96
Average Score



-1.63
Average Score



-1.96
Average Score

Infill and Mixed-use

The look and feel would be right for Downtown Charlevoix in terms of style, size and scale.
Rating Scale: -5 (Strongly Disagree) to 5 (Strongly Agree).



1.95
Average Score



0.92
Average Score



0.89
Average Score



-0.42
Average Score



-0.70
Average Score

IMPORTANT NOTE: None of the projects or improvements depicted in the images shown are currently slated for Downtown Charlevoix. The survey was used to simply gauge the community's favorability and preferences for a wide range of possible projects and enhancements in the future.

Visual Preferences

Based on input collected from more than 1,000 participants responding to the 2021 Downtown Charlevoix Futures Survey to help guide future directions for our downtown.

Amenities and Features

This would be a good fit for Downtown Charlevoix and would enhance the downtown experience.

Rating Scale: -5 (Strongly Disagree) to 5 (Strongly Agree).



1.72

Average Score



1.69

Average Score



0.95

Average Score



0.83

Average Score



-0.85

Average Score

Attractions

This would be a good fit for Downtown Charlevoix and would enhance the downtown experience.

Rating Scale: -5 (Strongly Disagree) to 5 (Strongly Agree).



2.47

Average Score



1.87

Average Score



1.83

Average Score



1.35

Average Score



-0.52

Average Score

IMPORTANT NOTE: None of the projects or improvements depicted in the images shown are currently slated for Downtown Charlevoix. The survey was used to simply gauge the community's favorability and preferences for a wide range of possible projects and enhancements in the future.